

PRESS RELEASE

Alcatel-Lucent Enterprise and Al Rostamani Communications Co-host seminar on Innovative Voice and Data Solutions for Enterprises

Event to discuss Alcatel-Lucent Enterprise's new solutions that energize the workforce while reducing operating costs

Dubai, United Arab Emirates; 28 May 2014 –Alcatel-Lucent Enterprise today hosted a seminar for business enterprises, financial institutions and government sectors on innovative voice and data solutions that empower enterprise communications. The seminar held at the JW Marriott Marquis, was hosted jointly with its partner, Al Rostamani Communications (a member of the Al Rostamani Group), a leading systems integrator in the UAE. Experts from Alcatel-Lucent Enterprise and Al Rostamani Communications presented interactive sessions on Open Touch 2.0, innovative access switch, enhanced network capabilities and the new range of premium desk phones.

One of the fundamental questions every business faces is how to cut costs in order to maximize profits. Every action affects the fiscal fitness of an organization and a vital component of any business lies in its communication network. Today, businesses require a network that can handle its growing bandwidth demands whilst securely accept new devices driving new trends. Alcatel-Lucent Enterprise has one of the most in-depth product and solutions portfolio that support all businesses, including small to medium businesses.

“We have a long-standing partnership with Al Rostamani Communications and together we have been able to offer our customers cutting-edge voice and data solutions that enhances their day-to-day business communications. Through our event today, we had an opportunity to introduce our new and competitive portfolio of products and solutions, which helps businesses better prepare for the constantly evolving IT needs of its employees,” **said Baher Ezzat, Regional Sales Director – Middle East at Alcatel-Lucent Enterprise.**

Seminar delegates had a chance to learn about Alcatel-Lucent Enterprise's solutions that address today's communication trends. This consists of innovative telephony solutions, enterprise grade network infrastructure products and a host of applications. Its voice and data solutions provide a collaborative environment to businesses where communications and applications enhance efficiency while reducing costs.

“Being in the industry providing mission critical infrastructure for prestigious clients in various sectors, we understand the importance of Communication, both Data & Voice and Mobility, and hence have partnered with the best in the industry to provide uncompromising solutions in ensuring Seamless Communication.” **said Mohammed Zameer, General Manager of Al Rostamani Communications.**

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About Al Rostamani Communications

Al Rostamani Communications LLC (ARC), is a member of the Al Rostamani Group, one of the largest and most respected Business Conglomerates in the United Arab Emirates.

After a decade of steady growth, ARC is now a leading IT & Telecommunication Solutions Provider and Systems Integrator, offering Innovative, Integrated Technology Solutions and Professional Services to customers in UAE

Al Rostamani Communications adopts a consultative and system integration approach towards customer needs & requirements by understanding the specific requirements, and then to develop a customized technology solution by carefully selecting the right mix of products from its end to end solutions which include IT Infrastructure, Enterprise Communications, Networking Systems, Data Centre Solutions, IT Security, Applications and Telecommunication infrastructure.

ARC's core competency lies in its vendor certified engineering resources that seamlessly conceptualise, build, integrate, support and manage the solutions across the lifecycle, through its professional services which often not only matches but exceeds the customer experience & expectations.

ARC represents world leaders in technology which include, Schneider-Electric, NEC, Cisco, HP, D-Link, Digi International, Fujitsu, McAfee, Symantec NetApp, VMWare, SonicWALL, Nagravision, Telcordia Technologies, Aztech, Sagemcom, Mediatrix, Symantec, Samsung, Spirent Communications and many more.

ARC's loyal and trusted customer base emanate from various industries including ,Telecom Service Providers, Government Sector, Oil & Gas, Utilities, Financial Sector, Education, Hospitality, Health Care, Transportation, Industries, Retail, Trading, Real Estate & Construction.

About Alcatel-Lucent (Euronext Paris and NYSE: ALU)

We are at the forefront of global communications, providing products and innovations in IP and cloud networking, as well as ultra-broadband fixed and wireless access to service providers and their customers, and to enterprises and institutions throughout the world. Underpinning us in driving the industrial transformation from voice telephony to high-speed digital delivery of data, video and information is Bell Labs, an integral part of the Group and one of the world's foremost technology research institutes, responsible for countless breakthroughs that have shaped the networking and communications industry. Our innovations have resulted in our Group being recognized by Thomson Reuters as a Top 100 Global Innovator, as well as being named by MIT Technology Review as amongst

2012's Top 50 "World's Most Innovative Companies". We have also been recognized for innovation in sustainability, being named Industry Group Leader in the Technology Hardware & Equipment sector in the 2013 Dow Jones Sustainability Indices review, for making global communications more sustainable, affordable and accessible, all in pursuit of the Group's mission to realize the potential of a connected world.

With revenues of Euro 14.4 billion in 2013, Alcatel-Lucent is listed on the Paris and New York stock exchanges (Euronext and NYSE: ALU). The company is incorporated in France and headquartered in Paris.

For more information, visit Alcatel-Lucent on: <http://www.alcatel-lucent.com>, read the latest posts on the Alcatel-Lucent blog <http://www.alcatel-lucent.com/blog> and follow the Company on Twitter: http://twitter.com/Alcatel_Lucent.