

## VAS Integrated Solutions LLC (VIS) Joins Giza Systems' Group of Companies

VAS Integrated Solutions LLC (VIS), a value added distributor to EMC, announces that it is joining the group of companies of Giza Systems, the leading systems integrator in Egypt and the Middle East.

VAS Integrated Solutions, value added distributor to EMC, is the leading storage distributor and integrator in the Egyptian market and operates in cloud enablement and virtualization space in Egypt and Libya. Its customers include all major players in the Egyptian telecommunications sector, banking industry and a strong presence in the Oil & Gas sector.

The acquisition of VAS Integrated Solutions will expand Giza Systems' leadership in systems integration by synergizing its offerings portfolio with VIS' cloud-based integration and space virtualization services for B2B enablement, optimization, and innovation.

"Acquiring VIS creates a compelling advantage for our joint clients, as it supports organizations across the board in deriving the transformative benefits of integration with cloud technologies through our comprehensive portfolio. The synergy across our service offerings is a perfect fit and will enable us to work closely with some complementing vendors to present a converged infrastructure portfolio to our partners in Egypt, which would also help create incremental revenue opportunities for EMC in the region," comments Shehab EINawawi, Chairman and CEO of Giza Systems.

As a main distributor for EMC in Egypt and Libya, VIS works with various esteemed partners and resellers to cater to the Egyptian and Libyan markets by offering them the most advanced portfolio of solutions.

"Much like Giza Systems' and EMC's commitment to provide their clients with the most advanced and next-generation solutions portfolio, we are determined to support our partners and EMC vendors in delivering enterprise level storage and backup solutions to enterprises in the region. We are extremely pleased to join the Giza Systems' team and together, with EMC and through its Business Partner Program, help add value to our partners services and generate new market opportunities for VIS," explains Khaled Khairallah, CEO of VAS Integrated Solutions.

Since Giza Systems' strategy is one that emphasizes diversification of its holdings, Giza Systems will support VIS in continuing to operate as a sole distributor to its partners and EMC vendors. This strategy allows Giza Systems to leverage the positive impact from the acquisition and generate more business for all of their holdings by expanding the market through collective connections and partnerships.

VIS, under the leadership of Giza Systems, will provide new sales opportunities through its reseller reach to new and wider audiences, helping medium-sized organizations gain closer access to EMC's storage and backup solutions.

Havier Haddad, Channel Director at EMC, elaborates, "In a time when customer satisfaction is vital, the rebranding of VIS under Giza Systems' leadership is part of our strategy to reach out to wider base of customers with increasingly competent and professional Channel Partners capable of meeting their quality expectations."

Founded in 2010, VAS Integrated Solutions has grown to become the leading supplier of storage solutions based on EMC technology in Egypt with over 40 employees and 2013 revenues of approximately EGP 200 million.