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iTWire – The Beer Files

By Stan Beer, 26th October 2005

Alacrity to enter ME through Emirates deal

Mobile commerce developer, Alacrity Technologies has signed United Arab Emirates reseller InnoKAT to market its patented interactive mobile internet platform, CLEW in the Emirates region.

Through the deal, InnoKAT will introduce Alacrity to its medium-large enterprise customers, who reportedly have expressed interest in Alacrity's patented Closed Loop Environment for Wireless (CLEW) technology.

Headquartered in Dubai and with regional offices in Riyadh, Kuwait and Jordan, InnoKAT is a systems integrator, software solutions and consulting firm specialising in the financial services, healthcare, telecommunication, utilities and public sectors.

Mohammed Kateeb, CEO of InnoKAT, said, "There is tremendous potential for Alacrity's technology in the Arab Emirates, where our fast-growing economy is being matched by equally rapid technology take-up – that is, adoption of technologies themselves and the learnings from using those technologies.

"Alacrity's CLEW can be deployed in any situation where there is commercial advantage for enterprises in having real-time, actionable online mobile communications with key staff and stakeholders. The potential applications for companies in financial, services and heavy industries are enormous – and we believe that our customers will embrace this technology with enthusiasm."

Adrian Tatham, CEO of Alacrity, said, "This contract significantly advances Alacrity's key objective of globalising its m-commerce platform. Our growth strategy is based on partnering with organisations that can translate our technology into applications relevant to large enterprises in their region.

"InnoKAT is a respected technology provider that has the capacity to deploy CLEW and more importantly, partner with its Arab customers to advise them on leveraging CLEW to help drive their business growth.

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