



Dubai Financial Market Recognised for Avaya SDN Fx Network Implementation

Stable, Optimised high-security network acknowledged by Network ME Magazine

Dubai, 8 March 2016: The Dubai Financial Market (DFM), the leading exchange in the region, powered by Avaya's SDN FX fabric networking technology, has been recognized by Network Middle East magazine as the 'Network Implementation of the Year 2015'. The exchange selected this solution for its ability to effectively and efficiently cater to day-to-day needs, while also offering the convenience of scalability to grow and provide a superior end-user experience

Network Middle East chose DFM's network implementation as the winner based on the benefits of the network to the end-user and the efficiencies that the organization experiences.

Hassan Abdulrahman Al Serkal, Executive VP, Chief Operations Officer, and Head of Operations Division at Dubai Financial Market, said: "We were convinced of the capability, scalability and viability of the Avaya SDN Fx solution before implementation, and this recognition of our digital transformation journey by the industry expert Network ME magazine is validation of our decision. We continue to invest in the best technology solutions to provide our customers and traders the best experience, and our network is the foundation for this."

Mohammed Areff, Vice President, Middle East, Africa, and Turkey, Avaya, said: "Dubai Financial Market's implementation of SDN Fx is a landmark one, since it shows the effectiveness of the new network technology even in highly-stable and secure environments. We congratulate the DFM for their award from Network ME magazine."

DFM's SDN Fx Implementation

The Avaya solution for DFM's infrastructure connects its main site with the disaster recovery site. Intermediate distribution frame (IDF) locations are spread throughout DFM to provide data and voice connectivity at every desk. The IDFs contain stacks of AVAYA edge switches to connect to the production and the test environment.

The Avaya SDN Fx architecture will encompass the breadth of the DFM network, providing a single end-to-end service and a simplified, agile and resilient infrastructure. Network configuration and service deployment will be faster and easier. With this architecture, DFM can optimise its trading-based multicast services, migrate from legacy technologies, and introduce new services and changes quickly and efficiently.

The Avaya SDN Fx architecture is the first to deliver "connect anything, anywhere" simplicity, shaving weeks in provisioning time by allowing devices and users at the network edge to be added easily to the network. Built on the Avaya Fabric Networking technology, it features new products and capabilities for a complete solution that delivers on the promise of SDN, without

the hidden complexity that comes with towering and complicated overlays of software and hardware.

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About Dubai Financial Market: Dubai Financial Market (DFM) was established as a public institution with its own independent corporate body. DFM operates as a secondary market for the trading of securities issued by public shareholding companies, bonds issued by the Federal Government or any of the local Governments and public institutions in the country, units of investment funds and any other financial instruments, local or foreign, which are accepted by the market. The DFM commenced operations on March 26, 2000. Following its initial public offering in November 2006, when DFM offered 1.6 billion shares, representing 20 per cent of its paid-up capital of AED 8 billion, DFM became a public joint stock company. Following the IPO, the Government of Dubai retained the remaining 80 per cent of DFM Company through Borse Dubai Limited. www.dfm.ae

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About Avaya

Avaya is a leading provider of solutions that enable customer and team engagement across multiple channels and devices for better customer experience, increased productivity and enhanced financial performance. Its world-class contact center and unified communications technologies and services are available in a wide variety of flexible on-premises and cloud deployment options that seamlessly integrate with non-Avaya applications. The Avaya Engagement Development Platform enables third parties to create and customize business applications for competitive advantage. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, visit www.avaya.com

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