

ALPHA DATA

HR ORIENTATION

NEW EMPLOYEE SUPPORT RESOURCES



ALPHA DATA

ABOUT ALPHA DATA

- ❑ **Founded in 1981**, has grown from **2** employees to over **1800+** highly skilled and qualified personnel.
- ❑ Part of **Bin Hamoodah Group**  **بن حموده Bin Hamoodah**
- ❑ One of the **largest multi-disciplined systems integrators** in the UAE
- ❑ Offices in **Abu Dhabi, Dubai and Qatar**.
- ❑ Customer base of **1200+** comprising government and private enterprises.
- ❑ Annual Turnover of **AED 1.33 Billion** (2019).
- ❑ **ISO 9001-2015** and **ISO 27001:2013** certified.
- ❑ **Group companies**



Technology



Tier 1 Dell Partner



Software



ALPHA DATA

EXECUTIVE MANAGEMENT



H.E. Faraj Ali Bin Hamoodah

Chairman

“Our decision to invest in people who share the vision of the Group has been rewarding for they relentlessly implement our strategies while enhancing the quality of service and commitment made to clients and consumers. We will continue to focus on investing funds in our existing businesses to improve product quality and increase productivity, and continue to be sensitive and committed to the social requirements of the Country.”



Fayez Ibbini

Founder & CEO

“As the CEO of one of the longest standing companies in the UAE, he has made it an ethos of the company to be continually committed to sustained growth and success through driving innovation and quality through everything Alpha Data does. He has steered Alpha Data through four decades of steady growth establishing Alpha Data as the UAE’s leading systems integrator, to government and private enterprise alike.”

OUR VALUES & BELIEFS

- Treat each **employee fairly** with mutual respect and give them an opportunity for input.
- Provide the most effective & efficient corrective action, to resolve customer service issues & ensure **customers satisfaction**
- Do everything with complete **Honesty and Integrity**.
- Foster an **Open Door Policy**
- Deliver competitive, impeccable service to our customers
- Make "**Do It Right the First Time**" our commitment as a team and our only way of doing business
- Understand & clearly **communicate our Vision, Mission, goals**, job descriptions, priorities, & what we expect from each other

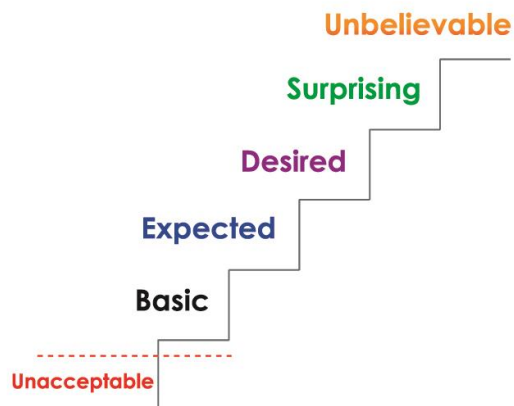


ALPHA DATA



CORE COMPETENCIES

Service



LISTEN > UNDERSTAND > EXCEED
EXPECTATIONS



ALPHA DATA

QUALITY POLICY

Winning customer's trust
by delivering on agreed
expectations first time,
every time.

OUR CORE VALUES

Security
Speed
Teamwork
Innovation
Common Sense

OUR MISSION

"To bring out the
best in everyone
we work with"



OUR SERVICES

Products & Solutions

Enterprise & Telecom

Complete range of servers, storage solutions, printing solutions, security solutions and services to a variety of sectors across the UAE.

ELV & Security

Alpha Data has extensive experience in supplying, installing and commissioning a range of ELV and security systems. Our expertise enables us to meet the client's requirements in a variety of sectors; from a single projector or small CCTV network to an integrated command control centre, a sound system to public announcement systems.

Services

Maintenance & Support

From a simple annual maintenance contract (AMC) for hardware through to 24/7 support for mission critical systems, Alpha Data provides a range of technical support for all client requirements.

Managed Services

Remote Management (desktops, servers, bandwidth, network); Managed Security, WAN monitoring and management, On-site support.

Professional Services:

- Infrastructure Consolidation: Alpha Data helps customers consolidate infrastructure to bring down costs and increase manageability.
- Strategy, Design & Architecture: Alpha Data's experience of advising customers and designing thousands of systems helps customers minimize risk and deliver on their commitments.



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AWARDS & ACHIEVEMENTS (Recent)

VENDOR	AWARDS & RECOGNITIONS	YEAR
HP	Platinum Top Partner Award	2019
ARUBA	Best Partner (Middle East Mediterranean Africa)	2019
RED HAT	Best Partner Contribution	2019
RIVERBED	Partner of the Year Award	2019
IBM	The TOP Emerging Partner Award	2019
VEEAM	Highest revenue contribution Partner of the Year	2019
CISCO Services	Partner of the Year	2019
FORTINET	Best Growing Partner Award	2019
HP	Partner of the Year	2018
CISCO	Data Center Partner of the Year	2018
CISCO	First SDA Win (Software Defined Access)	2018
CISCO	Strategic HCI Win (Hyper Converged Infrastructure)	2018
CITRIX	Outstanding Contribution Award	2018

Organization Structure

Abu Dhabi

Fayez Ibbini – CEO

Marilyn Luat
PA to CEO

Finance & Operations

Enterprise Sales

**Services, Sales ELV &
Security (Services)**

**Alpha Data Recruitment
& Marketing**

HR / QA

Haytham Al Momany
Operations & Finance
Director

Amar Singh
Sales Director

Farid Abou El Fetouh
Services Director

Zakaria Ibbini
Director

Suhad AL Rabayah
HR Specialist

Headcount in Abu Dhabi: 500+

Organization Structure Dubai

Fayez Ibbini - CEO

Finance & Operations

Enterprise Sales

Airport Projects

ELV Systems & Cabling

Services Sales

HR/QA

Layth Ibbini
Operations Director

Sajeev K. Perunnelly
Sales Director

Michel Harb
Division Head

Anil K. J
Division Head

V. Murugesan
Services Director

Jidhina
HR Executive

Headcount in Dubai: 400+



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EMPLOYMENT TERMS

Probation Period and Employment Confirmation

Probation period may vary as per the terms of the employment contract. Usually, this period last up to **6 months from date of hire**.

During this period, employee has the opportunity to evaluate Alpha Data as a place to work and management has its first opportunity to evaluate the employee on defined KPIs. There will be probationary performance review for every employee and upon satisfactory completion, the employment with Alpha Data will be confirmed.

Hours of work

The normal working hours is from 8:00 am to 6:00 pm, Monday through Friday. 30 Minutes lunch break is taken between 01:00 p.m. to 03:00 p.m., on a staggered schedule so that your absence does not create a problem for co-workers or clients.

Attendance / Punctuality

The Company expects that every employee will be regular and punctual in attendance. If you are unable to report for work for any reason, **notify your supervisor before regular starting time.** You are responsible for speaking directly with your supervisor about your absence. It is not acceptable to leave a message on a supervisor's voice mail, except in extreme emergencies.

Performance Review and Planning Sessions

Performance review is based on **calendar year**. Salary increases are **linked with performance review**.

Bonus & Incentives

Alpha Data may consider paying bonuses or incentives to employees **meeting or exceeding established objectives or showing exceptional performance**. Single or regular payments classified as 'Bonus' or 'Incentive' are not mandatory and are made without prejudice.



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EMPLOYMENT TERMS, Cntd..

Annual Leave

Each employee is entitled for **22 working days** paid leave per annum. The following link can be used to access and submit leave application online after being issued with an employee ID <https://online.alpha.ae/home/login.asp>

Vacation days must be scheduled at least 6 weeks in advance except in cases of emergency.

Pilgrimage / Hajj Leave

All Muslims are eligible for Pilgrimage Leave once in their employment with Alpha Data, which will be without pay, however this period will not be deducted from his/her annual leave and it **shall not exceed 30 days**.

Mourning Leave

All male & female employees are entitled for **5 days** fully in the event of the death of the spouse and **3 days** fully paid in the death of the parent, sister/brother or children starting from the date of the death

Maternity Leave

All female employees are entitled for **60 days** maternity leave if they deliver after 6 months from the pregnancy date if the born alive or not. The payment for the said leave will be full salary payment for the 1st 45 days & half salary payment for the last 15 days. if there is any health issues/complications occurred during of pregnancy period or delivery and in such cases a medical certificate outlining health condition must be submitted to HR.

Parental Leave

All male & female employees are entitled for **5 working days** fully paid parental leave to take care of their new born baby. This leave can be availed any time **within six months of Child's birth. This is not applicable if the employee is still under probationary period.**

Sick Leave

Entitlement to paid sick leave starts **after the confirmation of employment** with Alpha Data. Sick leave entitlement for an employee will be maximum of 90 days in an year. **The first 15 days of sick leave will be with full salary, next 30 days with half pay and remaining 45 days without pay.**

To avail sick leave, it is **mandatory to submit the sick leave certificate.**



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EMPLOYMENT TERMS, Contd...

Absence

In the event that you are unable to come to work, be sure to call in and let your immediate Supervisor know, in advance where possible, but no later than your regular starting time, so that arrangements for other help can be made.

Employees may be granted excused absences for sickness/illness when the appropriate person is notified prior to the start of work. Pre-scheduled medical/professional appointments (lawyers, clergy, counselors, etc.) or other compelling reasons, with prior supervisory approval, may also be considered as excused absences. Absence of three or more consecutive scheduled working days without notifying the appropriate person will be considered as a voluntary termination, and you will be removed from payroll.

We may require documentation of authorized reasons for absence, such as sick leave and may also verify the documentation where appropriate.

Holidays

Alpha Data observes the following holidays per year for all employees:

Al Isra'a Wal Miraaj *

Eid Al Fitr *

National Day: 2nd of December

New Year's Day : 1st of January

Eid al Adha *

Al Hijra New Year *

Prophet's birthday *

** Islamic religious holidays, based on the Official Hijra Calendar are announced according to UAE government permission, and you will be informed accordingly of those holidays by the management.*



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EMPLOYMENT TERMS, Cntd..

HRA Advance Policy

All regular employees are eligible to apply for six months House Rent Allowance in advance for the HRA amount mentioned in the employment contract with Alpha Data. The advance amount will be deducted in 6 equal installments from the salaries starting from the respective month of advance issue.

Air tickets

As per the contract terms Air Tickets will be arranged for going for vacation based on your request, the encashment or transfer of the air ticket fare is strictly not allowed.

Medical Insurance

Employees of Alpha Data are entitled to a medical insurance in accordance to the company policy.

Employment Termination

Termination of employment is an inevitable part of personnel activity within any organization, and many of the reasons for termination are routine. Below are a few examples of some of the most common circumstances under which employment is terminated:

- Resignation – voluntary employment termination initiated by an employee.
- Termination – involuntary employment termination initiated by Alpha Data.

During Introductory / Probationary Period both the employee & Alpha Data have the right to terminate employment at will, with or without cause during the Introductory / Probationary Period for New Employees with 14 days notice.

End of Service Indemnity

End of service benefits will be calculated as per the prevailing UAE Labor law



ALPHA DATA

Service Terms

Staff Meetings/ Alpha Live Session:

Staff meetings are held every two weeks over Zoom , where our CEO introduce a topic and share his feedback about this subject. Employee are welcome to speak & share their feedback . Please contact your supervisor/divisional manager who will inform you whether you are required to attend a staff meeting.

Staff Meetings:

Staff meetings are held every month, and are predominantly for sales staff to review sales targets. Please contact your supervisor/divisional manager who will inform you whether you are required to attend a staff meeting.

Escalation Procedure – Open Door Policy:

The open door policy is to promote effective communication at all levels within the organization. This policy applies to all employees.

Under normal working conditions, employees who have a job-related problem, question or complaint should first discuss it with their immediate supervisor/divisional manager. At this level, employees usually reach the simplest, quickest, and most satisfactory solution. If the employee and supervisor/divisional manager do not solve the problem, Alpha Data encourages employees to contact HR for resolving the issue. If you still feel the matter is unresolved, you may discuss it with the MD of Alpha Data either by mail, telephone or in person.



ALPHA DATA

Service Terms

All employees are expected to acquaint themselves with the below Company policies and provide an acknowledgement, wherever required.

Company property: Equipment provided by the Company including but not limited to telephone, laptop and software is intended for the use of serving our customers and in conducting the Company's business. Personal usage of telephone during business hours is discouraged except for extreme emergencies. All personal telephone calls should be kept brief to avoid congestion on the telephone line.

Computer equipment may not be used for personal use - this includes word processing and computing functions. It is forbidden to install any other programs to a company computer without the written permission of the department head.

Non Disclosure/Confidentiality: Employees may be privy to information which is confidential and strictly for the Company use only. All employees are required to maintain such information in confidence.

Dress Code: All employees are expected to present a clean and professional appearance when they represent Alpha Data, inside or outside of, the office. Management, sales personnel and those employees who come in contact with our public, are expected to dress in accepted corporate tradition.

Conflict of Interest: No outside employment is allowed while under Alpha Data's employment. Some minority interest in a Company is okay as long as it is not in competition with Alpha Data and has no demand on your time or resources.



ALPHA DATA

Service Terms

Behavior at Workplace: All employees are urged to become familiar with these rules and standards. Please note that any employee who deviates from these rules and standards will be subject to corrective action, up to and including termination of employment.

Clean Desk Policy: Employees are expected to keep their desk tidy by effective use of desk lockers and file cabinets for filing.

Safety & Accident Rules : Safety is a joint responsibility at Alpha Data. We provide you with a clean, hazard free, healthy & safe environment in which to work in accordance with the Occupational Safety and Health Federal Law No.8 of 1980. It is your responsibility to learn the location of all safety and emergency equipment, as well as the appropriate safety contact phone numbers.

Anti-Substance Abuse: Alpha Data does not tolerate any problems that may arise from drug and alcohol abuse, and is committed to provide a substance abuse free work place for its employees. Employees who violate the Anti-Substance Abuse Policy will be subject to disciplinary action, including termination.

Sexual Harassment: Alpha Data does not condone any conduct which might constitute sexual harassment on part of its management, supervisors or non-management personnel. It should be immediately brought to the attention of HR. An employee found to be engaging in any conduct constituting sexual harassment will be subject to disciplinary action, up to and including termination.

Ethics Policy: It is the policy of Alpha Data (the “Company”) to maintain a working environment free of all forms of unlawful discrimination.



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Your Support Resources

Information	Your contact
HR Information, Employee Complaints/Grievances (i.e. Appraisals, Policies, Procedures)	Suhad AL Rabayah, HR Specialist
HRA & Leave Application, Payroll Related Issues, Bank Account Opening, Salary Certificates	Asmeer, Payroll Officer
Business Cards	Muhammed Zeeshan-Graphic Dgn
Stationery Items	Division Coordinator
Marketing Information (i.e. Brochures, Emailers, Co. Profile, Customer databases)	Nevine El Tanahy-Marketing Exe, Mohammed Zeeshan –Graphic Dgn
Visa, Labor Cards etc.	Ashraf Hamza-PRO
IT Support	Mohd. Azeem, IT & System Admin
Medical Insurance	Heregena Cruz, Admin Assistant
Petty cash reimbursement	Younus, Cashier
Air ticket / Hotel room reservation/booking	Hery – Admin Assistant
Traffic (Muroor) letters	Baker, PRO
Office furniture requirements	Baker – PRO
Rent a car requirements	Baker - PRO
CRM Access	Asmeer, Payroll Officer
CRM Training	Sridhara-Database Admin
Training for Purchase & Sales Coordinators	Shafeer-Procurement Manager



ALPHA DATA

Peer Buddy Program

A program under which the Department Manager assigns a Peer Buddy to the new employee for offering advice and guidance regarding the day-to-day aspects of working at Alpha Data and introduce the new employee to the Alpha Data culture.

Role of a Peer Buddy

- The Peer Buddy serves as the ultimate "go-to person" for the new employee.
- The Peer Buddy will help new employee get acquainted with department policies and protocols and Organization.
- Ensure that routine queries regarding basic operational issues are dealt with expeditiously.
- Communicate other unstated practices.

Who can be a Peer Buddy?

- A fellow employee (other than the manager) nominated by Department Manager, who provides advice and guidance to the new employee on the different aspects of working.
- He should have a positive outlook on his/her work and ability to communicate the same to others.
- Willing to be a Peer buddy.
- Well regarded and trusted by others.
- Is proud of being at Alpha Data and his personal and Organization's achievements.
- Will be available to respond to new employee's queries



ALPHA DATA

Refer a Friend

EMPLOYEE REFERRAL POLICY

The purpose of this policy is to attract the best talent in the industry through people whom we trust and appropriately reward the employee for doing so.

Alpha Data is always looking for quality employees. Research has shown, and our own experience supports, that new hires that come into a company through employee referrals are excellent contributors and stay with the company longer.

We trust our employees to get on board talent that would give Alpha Data a competitive edge. If you know someone who meets the qualifications for an existing open requisition, please refer and get rewarded.

PROCESS

- Visit our career website for the current list of openings.
- Contact the candidate you want to refer, and obtain his/her permission to refer their CV for the vacancy.
- Forward the candidate's CV together with the "Employee Referral Form" directly to the Human Resources representative.
- Alternatively, the candidate can apply directly but they must quote your name in the application letter.

REWARD

AED 500 when the referred candidate successfully completes probation.

Reward & Recognition

To Recognize Those that truly exceed expectations we will be giving out awards on a regular basis to those among team who show the rest of us what it really means to exceed expectations and create a truly memorable experience.

You may nominate a fellow staff member who you believe deserves recognition for their effort with reason by raising him/her following the below link;

<https://online.alpha.ae/Pulse/>



ALPHA DATA

New Employee FAQs

Who is Alpha Data and what does the company do?

Alpha Data is today a work family of 900+ employees from 12 different countries working with a brand that has been associated with the IT scenario and its changes for the past 35 years. Although there are many distinguishing aspects that can be used to describe the company, the one biggest aspect that sets us apart is the level of proficiency associated with Alpha Data in the market.

For a fresher or for a veteran, for a sales operative or a 'techie', joining Alpha Data means gaining access to the different latest technologies the Middle East has to offer.

What is Alpha Data's history?

We started in 1981, as a data processing bureau using mainframes on a timesharing basis. If you know what a data processing bureau is, chances are you are a fairly mature member of society or (this is extremely rare) a well informed albeit younger individual. What it does mean is before the personal computer of the present day hit the scene, back in 1981 computing tasks were done by units that costed something like a million Dirhams each. Companies at the time opted to share a mainframe and get the work done outside. In '81 IBM launched the IBM personal computer internationally and we jumped on board as an exclusive agent for IBM while offering bureau services side by side. Later on as the personal computing concept grew stronger we started diversifying. A few milestones are listed below:

1983 : Training Center started offering certification courses for personal computing.

1985 : Branched out into computer accessories and supplies.

1987 : Alpha Data's operations branched out into Dubai.

1990 : Cabling Infrastructure division started

1997 : Networking division launched. Our partners then were Foresystems & Bay Networks

1994 : Partnered with Nortel to set up a distinct Telecommunications wing

1996 : Electrohome and Alpha Data sign up to see the birth of the Audio Visual wing

1997 : Alpha @ home identity was created to focus on retail operations. The operations that preceded the Alpha @ Home concept was merged in here. (We had the Laptop Shop and Office 2000, two retail operations operating at different locations in the city.)



ALPHA DATA

New Employee FAQs

1999 : Components and distribution sales set up under the Distribution Division

2001 : Radio Solutions added onto the Telecommunications Division with partners Philips & Team Simoco.

2002 : 4 sight Technology become an official brand dealing with ERP solutions and banking software.

The milestones mentioned above are interspersed with many concepts and ideas that have grown into full-blown operations. Prime examples would be our operations in Outsourcing, our hospitality wing, our brokerage house solutions team, etc.

Who do I contact if I have any questions about Alpha Data?

You would have a Peer Buddy attached to you till 30 days of your joining , who would guide you through your settling in the Company and answer all your questions. You can also contact HR Specialist for Company policy specific questions. An additional source would be your immediate superior. If there is any department specific information that you would like to get, it is advisable you speak to the head of that department.

Who do I contact to arrange all my visa requirements?

The PRO takes care of all visa related issues. You can get in touch with Sleman in Abu Dhabi or Haja in Dubai.

How can I apply for Leave or HRA in advance?

The following link can be used to access and submit applications (leave & HRA advance) online after being issued an employee ID (Induction to Alpha Data payroll) .

<https://online.alpha.ae/home/login.asp>

Login information for accessing the link :

User ID will be the last 4 digits of employee ID and password will be provided by the HR.

For details on eligibility for HRA advance & leave, please refer to the Employee Manual.



ALPHA DATA

New Employee FAQs

Am I entitled to Medical Insurance?

Your contract should clearly specify the terms and conditions, along with the category of, the medical insurance that you are entitled to. As a norm the company has a cover taken out on every employ on its roll and in certain cases extends on to family members.

What can be done if my Labour Card or any related documents are lost?

Please get in touch with PRO immediately and based on the documents that have been lost, misplaced or damaged, the procedures to apply for the new ones will be explained. Any documentation that you have to provide will also be listed out at this time.

If I need copies of the company brochure or other marketing related collateral how do I access that?

The central data storage location has a variety of documentation that is used on a daily basis and on checking with a member of the marketing team, they will be happy to guide you to the exact location of the document. We also have the hard copies of the company profile printed and handed over to the division coordinators.

I need to prepare a presentation for a customer, is there a template and is there anyone who can help me with it?

Every presentation given by Alpha Data must follow a set template. The templates are available on the central server for download. For additional slides that you may wish to add to your presentation it is advisable to contact the marketing department (Nevine Eltanahy or Muhammed Zeeshan) and they will advise you on your templates and even on your presentation delivery.



ALPHA DATA

New Employee FAQs

I need to submit a proposal in response to a client tender, do we have any standards in place and how do I access those templates?

Based on the recipient of the tender that you are preparing and taking into consideration the specific requirements that may be put forth, tenders are prepared from a standard template. There are approximately 10 standard points that are included on most tenders. This is available as a whole or in part on the central storage location (check with the marketing team for this address). If your proposal involves more than one division, it is mandatory that you submit all documents to the marketing department to be compiled so that they are in line with company policy.

What is the procedure for reviews at Alpha Data?

Your first assessment will be done on completion of six months of probation. There will be goals defined and communicated by your Manager on your joining. These goals will be the basis of your assessment on completion of six months. Annual appraisals are more formal that are done between October and December. The reviews / appraisals are interactive, meaning the reviews are conducted as a dialogue between the appraisee and appraising officer.

Who carries out my performance appraisal?

Your performance appraisal is the responsibility of your direct superior / Head of the division.

Is there any training available through Alpha Data? Who can help me with accessing any necessary training programs?

The department head is normally entrusted with the task of assessing the training requirements that may be faced by the employees. If you do feel that there are any specific training programmes that will enable you to work better it should be brought to the attention of your division head or supervisor.

What is my responsibility as an employee to be acquainted with local laws and regulations?

There is a reasonable expectation from each employee to acquaint himself/herself with local laws., especially related to driving and drinking.



ALPHA DATA

We have attempted to provide as much information that we anticipate you may need but we understand that you may still have questions. Please feel free reach out to HR Specialist [Suhad AL Rabayah](#)

Wishing you all the best for your association with Alpha Data and hope it will be a mutually beneficial one.

Thank You