



Financial crisis opens up opportunities in computer refurbishing and reuse

Media Solutions takes initiative in providing cost effective and eco-friendly solutions

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Dubai March 22, 2009: Computer and office equipment recycling is in demand as companies are tighten their grip on spending, according to Altaf Alimohamed, Managing Director of Dubai-based IT services company, Media Solutions.

He noted that as new hard-and soft-ware is regularly fed to market, companies have been under pressure by tech-savvy teams to constantly upgrade.

However, he said that a new trend has emerged: "As the meltdown flows into local markets, we have fast-noticed that managers are finding it increasingly difficult to gain purchasing approvals, and are turning to investment-friendly recycling solutions for their existing IT kit," he said.

Alimohamed noted that by upgrading and merging existing kit, as opposed to disposing and replacing, not only has a positive financial outcome, but it is also eco-friendly.

"Indeed, we should be concerned about the discarding of various components of hardware, including PCs. Many parts are known to be highly toxic and disturbing to the environment.

"There are known hazardous materials inside computers such as cadmium, mercury, nickel, zinc, chromium and lead. When such elements are released into the environment, they risk polluting ground water through landfills," he advised.

One local company who has called on Alimohamed for the eco-friendly, cost-cutting approach to IT upgrades is PR house, Strategic Solutions.

Susan Furness, the company's CEO says that she has long-since been asking the UAE's IT service sector for pro-active, cost-effective, eco-friendly IT solutions but said that the call has fallen of deaf ears, until Media Solutions took on the challenge.

"Something told me that there must be a sustainable method of safeguarding our IT investment. I have asked numerous sources for IT recycling support for a long while now, and got no-where.



“Altaf’s team have successfully given new life to our kit by recycling parts among PC’s. It took less than a week, was cost-effective, and we now feel e-enabled after at least four years of crying e-disability!”

Furness noted that there are a host of benefits in computer refurbishing, reusing and recycling.

“We have proven that a recycled computer costs less than a new computer and offers a similar performance. In addition, it lessens the risk of harmful environmental impact.”

Alimohamed said that electronic waste is a growing problem worldwide. He cited the UN Environmental Program, which suggests that up to 50 million tons of electronic waste is amassed worldwide, every year.

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Editor’s Notes

About Media Solutions:

Media Solutions is a privately-held company based in Dubai Media City, United Arab Emirates. The company provides varying aspects of Media, Television and Information Technology services and products to businesses throughout the United Arab Emirates.

Media Solutions IT Division: Media Solutions is a service-focused company that believes IT should be a highly-valued asset for businesses, and that businesses should be able to rely on IT in order to achieve additional success. We supply the best of breed technology solutions for our customers and our aim is to work with our clients to:

- Establish the solutions suitable for their particular needs,
- Provide value for money, and
- Maximise their business potential to the fullest.

Software as a Service (SaaS): SaaS is a delivery mechanism for hosted applications architected in a single instance, multi-tenanted environment. SaaS-based solutions can be deployed rapidly and eliminate the need to invest in infrastructure and ongoing software maintenance costs that traditional applications require. Applications, once deployed, are continually maintained by the service provider including upgrades and enhancements. The cost of application sustenance is not passed on to the customers, which get to leverage the ‘current’ version of the applications on a perennial basis.