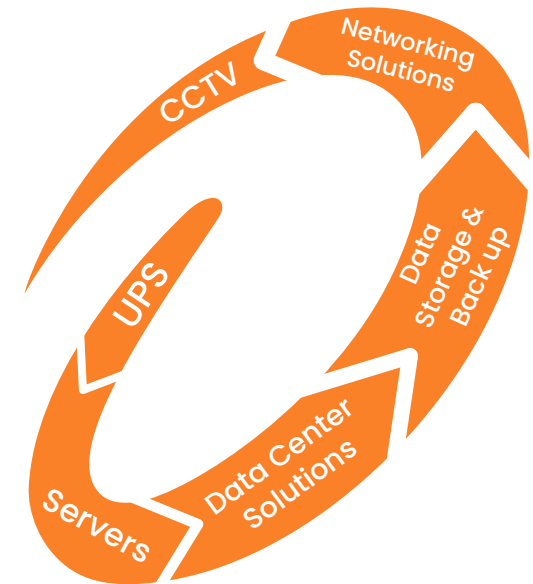




**03**  
Dominant  
Digital  
Distribution

# Dominant Digital Distribution

- The leading '**Value-Added Distributor**' for ICT, CCTV, and Infrastructure solutions in the MENA region.
- Empowering '**Partners**' with the best-of-breed technology in Data Storage & Back up, IT Security, Networking, Surveillance, Data Center & Infrastructure Solutions by partnering with the leading global technology '**Vendors**'.
- Our highly efficient **Sales, Pre-sales, and Product** teams work seamlessly, ensuring we meet and exceed partners and customers expectations.
- Headquartered in Dubai (UAE), with extensive market reach in the GCC through dedicated and trained channel partners.
- Our value-chain model will enable '**Channel Partners**' to grow their business by leveraging on our expertise in distribution, solution selling, product expertise, training, service and vendor support.
- Our strategic focus is to be extremely client-centric and technology neutral in providing full spectrum solutions to customers in the SMB, SME and Large Enterprise domain, through a wide network of VARs and SIs across the region.



# Our Unified Purpose

## **Mission Statement**

*"To deliver the highest value to our partners, customers, suppliers, employees and stakeholders as the premier technology, distribution and services company in the Middle East".*

## **Vision**

*"To establish ourselves as the foremost service provider in the industry. We seek to forge global partnerships, deliver exceptional products & services, and drive digital transformation through innovative technology solutions".*

## **Goal**

To provide the best-of-breed technology to empower our channel partners in Data Storage & Backup, Networking, IT Security, Surveillance, Test & Measurements, Power & Data Centre Solutions. Our target is to deliver end-to-end solutions to address the specific needs of our partners and customers.

## **Values**

- **Leadership:** We strive to achieve and maintain a leadership position in ICT and CCTV verticals, by offering superior solutions and services.
- **Collaboration:** We value strategic partnerships with top-tier global vendors and channel partners to enhance our product offerings and drive mutual success.
- **Customer Excellence:** We are committed to exceeding customer expectations through the dedicated efforts of our qualified and trained Sales, Pre-sales, and Product teams.
- **Integrity:** We build and maintain enduring relationships based on reliability, credibility, and trust.
- **Innovation:** We promote excellence by providing cutting-edge technology solutions that drive digital transformation and meet the evolving needs of our partners and customers.

# Technology Partners

**Lenovo**

*Intelligent Devices &  
Infrastructure Solutions*

**Quantum**

*Data Storage & Backup  
Solutions*

 **Paxton**

*Access Control  
Solutions*

 **vantage**<sup>®</sup>  
keeping safe™

*Security & Surveillance  
Solutions*

**Ruijie**

*Network & Wireless  
Solutions*

**Televes**

*IPTV, SMATV  
& GPON Solutions*

 **TECNOWARE**<sup>®</sup>  
ITALIAN POWER SYSTEMS

*UPS & Data Center Power  
Solutions*

 **AEM**

*Cable Testing &  
Certification*

 **SLIM**

*Ultra Slim Cabling  
Solutions*

**Lenovo** is one of the world's leading IT technology organizations, manufacturing innovative servers, storage solutions, and PCs. With major research and development centers around the globe, Lenovo's exceptionally engineered products are designed to meet customer needs through its vertically integrated end-to-end business model.

- Infrastructure Solutions (ISG): Servers, storage, networking, on-demand solutions, software-defined infrastructure, ISG services, and ISG software.
- Intelligent Devices (IDG): Laptops, tablets, desktops & AIOs, workstations, monitors, PC services, PC accessories, PC software, smart collaboration, and edge devices.



**Quantum** is a leader in data storage & backup solutions. Headquartered in the United States and with over 30 years in the data storage industry, Quantum provides cutting-edge storage and backup solutions.

Scalable storage & backup solutions, data protection, data management & archiving solutions.

- Myriad - All-flash and object storage
- StorNext - File system storage
- ActiScale - Object storage
- DXi - Backup appliances
- Scalar Tape Library

**Seamless scalability, robust data security, and advanced deduplication technology for optimized storage efficiency.**



**Tecnoware** is a reliable power protection solutions company, based in Italy, has been a trusted name in power protection for over 40 years.

UPS systems (1KVA-300KVA), power distribution units, and energy-saving technologies. Tecnoware's portfolio includes:

- Line Interactive UPS
- Single-phase online UPS
- Three-phase online UPS

**Advanced power backup technology, eco-friendly UPS reducing power consumption by up to 40%, and solutions that enhance equipment longevity and lower energy costs.**



**Vantage** is an IT security solutions company, based in the UK, has over 33 years of experience in the security and surveillance industry.

Comprehensive portfolio of product offerings covering all aspects of commercial and industrial electronic security.

- Surveillance cameras
- Security alarm systems
- Access and time management systems
- Entrance management solutions
- Wifi IoT smart security solutions

**Cutting-edge security technology, customizable surveillance solutions for various industries, and a global presence with extensive product offerings.**





**Paxton** with over 30 years of experience, designs and manufactures market-leading security solutions for commercial, residential, and mixed properties.

A comprehensive and customized range of physical security and surveillance solutions.

- Access control
- Wireless door handles
- Door entry (external panel, door unit, and internal monitor)
- Video surveillance

**Deploy the latest security technology for powerful, user-friendly systems designed for various sectors, including education, healthcare, retail, leisure, commercial, and the public sector.**



**Ruijie** is an industry-leading network infrastructure and solution provider. Founded in China and operating for over 20 years, Ruijie is a prominent player committed to fully integrated technology with applications to creatively solve customer problems.

Comprehensive products and solutions for networking and wireless:

- Networking Switches
- Access points and controllers
- Routers
- Next-generation integrated gateways and firewalls

**Integrated software for efficient network management, high-performance wireless solutions, and advanced security to safeguard network infrastructure.**



**Televes** is a leading telecommunication solutions provider, based in Spain, has been a global leader in telecommunications for over 60 years. They specialize in:

- IPTV solutions
- SMATV solutions
- GPON solutions
- Digital signage

**High-speed optical line terminals (OLT), VLAN segmentation for optimal performance, and a broad global project portfolio.**



**SLIM** is a network cabling solutions provider, based in Austria and at the forefront of cable innovation since 2004.

High-performance, space-saving cables, thin cables, multiple colors, and custom lengths help to keep the switch or server rack organized.

**Enhanced flexibility for improved cable management, Power-over-Ethernet (PoE) support, and suitability for 10 Gigabit Ethernet connections. This not only simplifies and speeds up troubleshooting but also makes installation easier.**



**AEM** is an advanced cable testing manufacture, headquartered in Singapore and offers innovative cabling and component test solutions in the industry for over 25 years.

- Cable certifiers
- NSA Network Service Assistant (NSA)
- Mixed Mode Multi-Port Vector Network Analyzer (MMVNA)
- TestPro Automotive
- OTDR test adapters

**Comprehensive RF analysis, enhanced testing capabilities bridging qualification and certification, and precise fiber optic testing.**



# Project Partners



## Contact Us



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