DETASAD

CONNECT 2 GROW

COMPANY PROFILE

2022
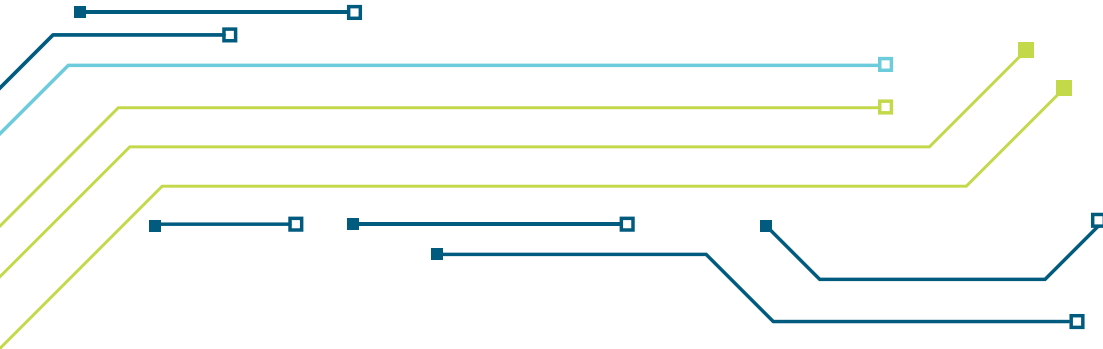
Table of Contents

ABOUT
DETASAD

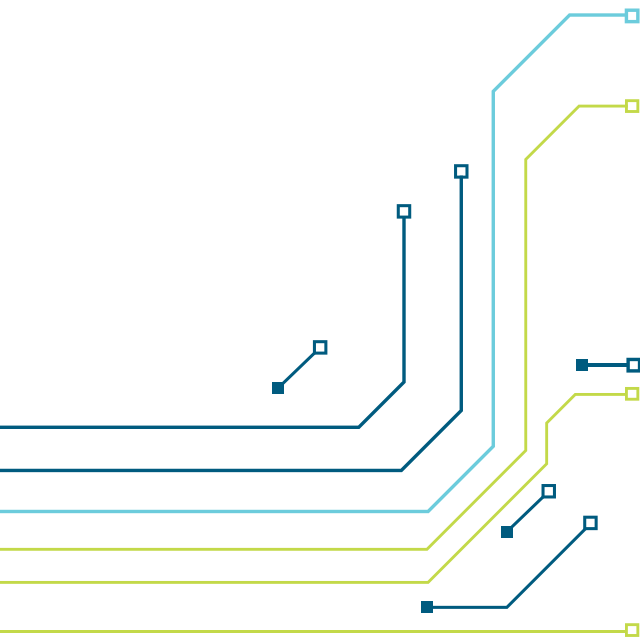- Established in 1982 as a prime example of successful Saudi – German high-tech partnership, DETASAD has a consistent record of accomplishment as a key contributor to the development and evolution of the ICT sector in the Kingdom of Saudi Arabia.

- Based on internationally recognized best practices, operating models and innovative technologies, DETASAD offers customized solutions for ICT Turnkey Design and Implementation, Corporate Networks & Connectivity Solutions, Managed Services and Operations as well as Data Center and Cloud Solutions. Our service portfolio supports the full ICT lifecycle from challenge identification over planning, equipment supplies, turnkey implementation to full 7/24 operation ensuring highest reliability and efficiency at our client's ICT systems.

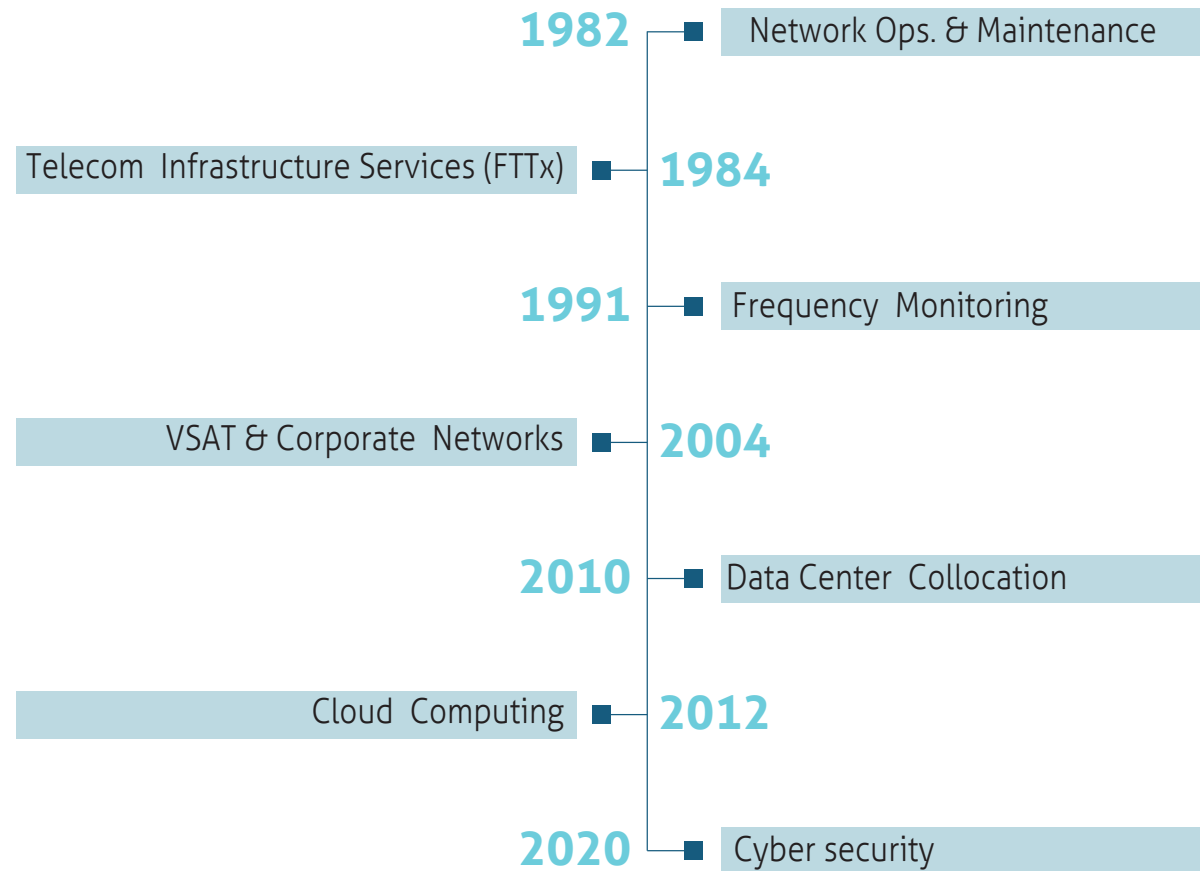- Our recognized industry expertise, track record in our client's business and operation based on our highly qualified team and state-of-the-art processes, methodologies, and tools have consistently enabled our blue-chip public and private sector customers to unlock value, successfully implement their digital transformation and improve profitability and efficiency.

- DETASAD has completed numerous turnkeys, consultancy, and operation & maintenance contracts for leading financial institutions, ministries and other governmental organizations, telecommunication operators and equipment providers as well as to many other organizations – most of them are loyal customers who appreciate the commitment and contribution by DETASAD to their success providing Deutsche Telekom engineering, quality, operational and technology standards.

- Building on a highly competent and motivated workforce, it is our objective to achieve a superior customer experience through the provision of tailored solutions and services enabling and unlocking the value in our client's organizations. We are focusing on areas and projects where we can make a significant contribution to the success of our customers and the achievement of the Vision 2030 objectives in the Kingdom of Saudi Arabia.

- Quality, innovation, and improvement are essential underlying drivers of our corporate values. DETASAD is consistently improving its quality systems, auditing and extending its international certifications, for example, we are one of only two organizations in the Kingdom with TL9000 certifications for NOC (Network Operation Center) services within the Managed Services portfolio.

- Over the years DETASAD brand becomes synonymous with German quality and engineering made in KSA for KSA.

- DETASAD is a limited company registered in the Commercial Register in Riyadh under No. 1010043813. The shareholders are FAL Holdings Arabia Co. Ltd. (53.5%) and DETECON International, a member of Deutsche Telekom Group (46.5%). This cooperation provides DETASAD with access to technologies, resources and financial strength of major national and international players.

- DETASAD is deeply rooted in and committed to the further development of the ICT industry in the Kingdom of Saudi Arabia. We are offering new opportunities, career development and challenges to female and male Saudi talent, have established a training program for Saudi university and college graduates and are also planning to develop targeted vocational training programs and university partnerships.

- DETASAD is committed to becoming a key contributor to the achievement of the ambitious objectives of Vision 2030 and the National Transformation Program (NTP) 2020.

DETASAD - Full ICT Solution Partner

39 - years success story with an outstanding reputation in the Telecommunications & IT domain

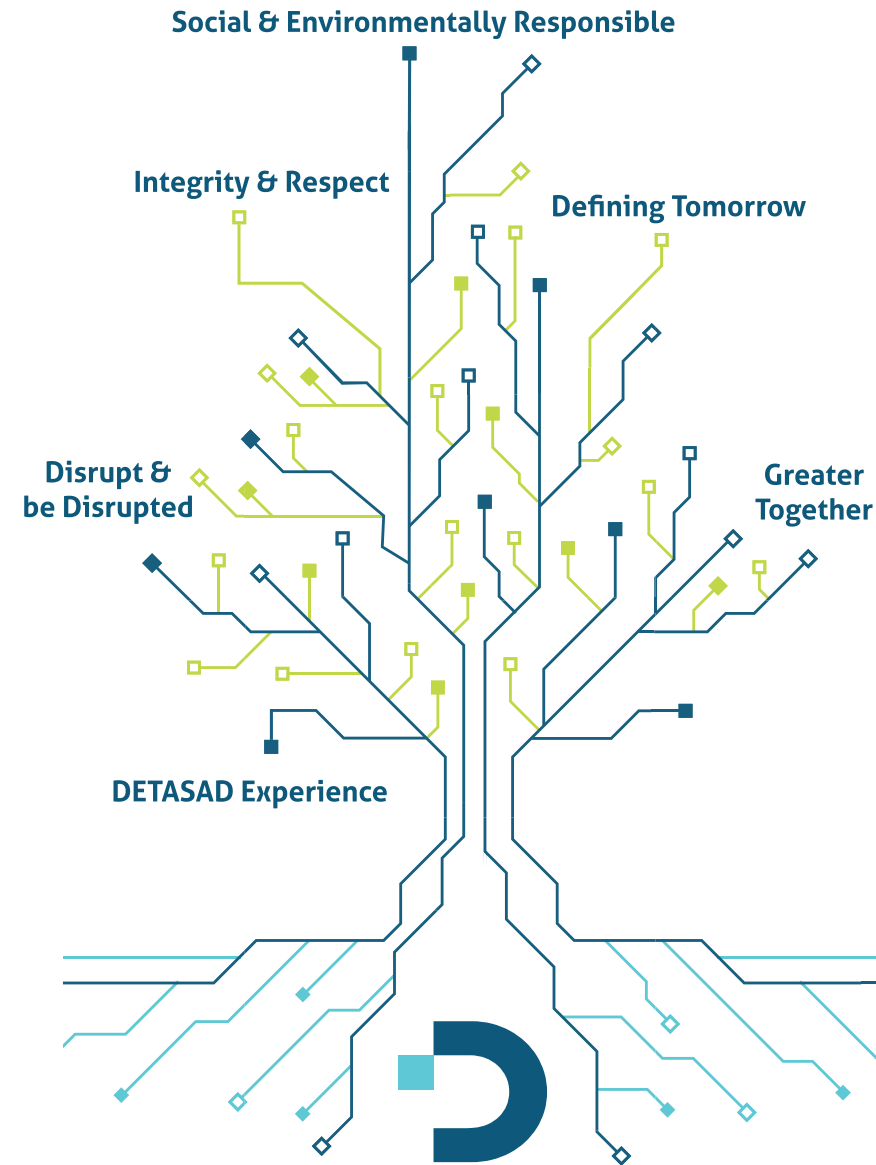|	
1982	Network Ops. & Maintenance
Telecom Infrastructure Services (FTTx)	**1984**
1991	Frequency Monitoring
VSAT & Corporate Networks	**2004**
2010	Data Center Collocation
Cloud Computing	**2012**
2020	Cyber security

DETASAD Vision & Mission

VISION

By 2025, as a key contributor to the Vision 2030, DETASAD will be among the top 5 ICT Services & Solutions providers in KSA and at the forefront of Saudi technology exports with a quarter of its revenue generated from international markets.

MISSION

DETASAD delivers integrated Services & Solutions through continuous innovation, connecting the physical and virtual worlds, with and for building trusted long term partnerships.

DETASAD Values

Social & Environmentally Responsible

Integrity & Respect

Defining Tomorrow

Disrupt & be Disrupted

Greater Together

DETASAD Experience

Achievements: projects awarded

during the last 5 years, up to 2021

Moreover, across the years and specifically in the last five years, we supported multiple customers in different market segments. The following partnerships were some of our most notable ones.

CITC CITC Spectrum Monitoring and Frequency Management for CITC (Communication and Information Technology Commission) for over 25 years including on-site and remote services

SEC (Saudi Electricity Company) Managed data centers kingdom wide by providing facility management, customer equipment management

Qiddiya QIDDIYA IT strategic partnership for 5 years, The agreement provides a fully integrated system delivery to Qiddiya by DETASAD

Broad range of services for Mobily, ZTE, Nokia, Ericsson, MODA and PTCL Pakistan

ptcl **hello to the future** Partnership with the PTCL (Pakistan Telecommunication) to engineer, build, operate and manage QCloud or (Qaumi Cloud) including also a comprehensive native marketplace and managed cybersecurity solutions based on DETASAD (Sahaba) cloud and DETASAD Ultimate SOC Solutions.

Enterprise Sector Companies projects Monitoring & managing platforms, CPEs (Customer Premise Equipment), applications, security for key enterprises in HQ and in their branches

zain Strategic Partnership with Zain for Cloud White Labelling and Managed CPE

NOKIA Nokia partnership

Achievements: Industry Leading Certifications

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ISO/IEC 27001:2013

ISO 45001:2018

ISO 9001:2015

TL 9000V R62/R5.6 & ISO 9011:2015

DETASAD

TEAM & ORGANIZATION

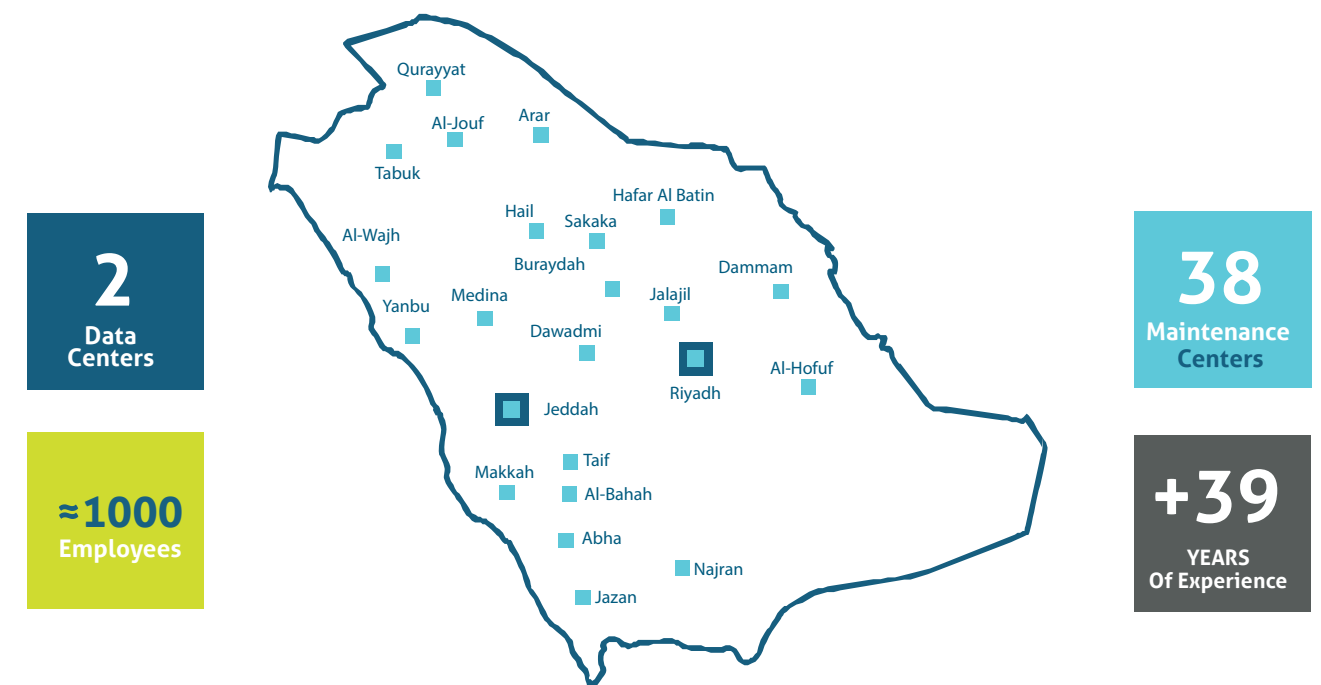# DETASAD - Data Centers & Secure Enterprise Cloud

LOCATED IN   SAUDI ARABIA

DETASAD Data Centers & Cloud is present in 2 Regions in Saudi Arabia, i.e. Riyadh & Jeddah. Data Centers are governed by highest security standards for the protection of our cloud environment.
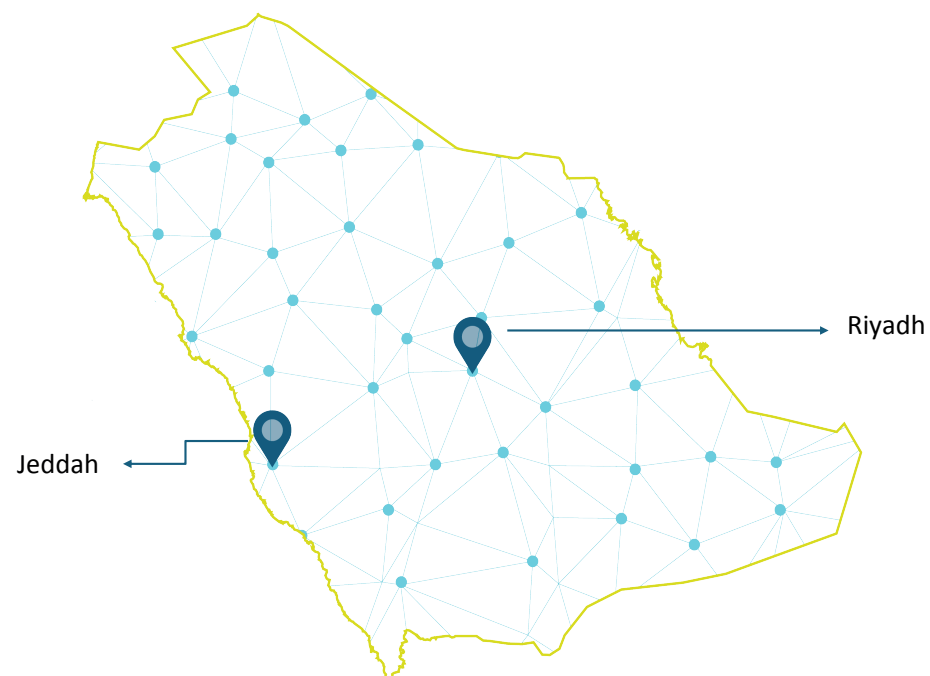
DETASAD - Team & Organization

- At DETASAD we firmly believe that our experienced and qualified employees are the most valuable asset. An existing team of ≈ 1,000 experts from more than 25 countries is distributed among our +38 maintenance center locations in the Kingdom ensures that the right competency is available at the customer or project location under the most stringent service levels and in a 7/24 operating model ensuring the highest level of reliability, customer satisfaction, and performance.

- The teams are dynamically allocated to the maintenance centers ensuring that the right resources and customer contacts are available at the right time at the right place.
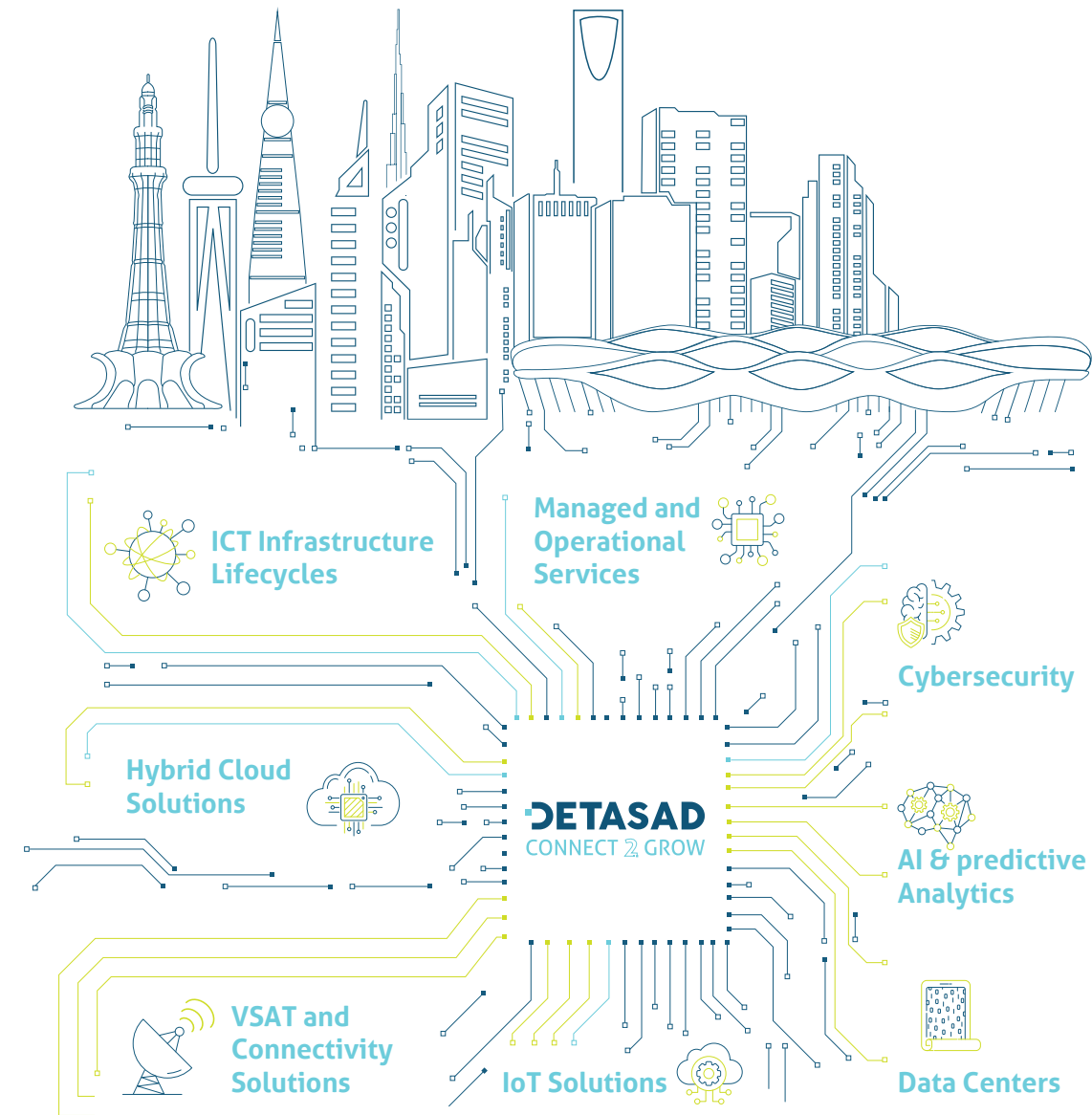

2 Data Centers

≈1000 Employees

38 Maintenance Centers

+39 YEARS Of Experience

DETASAD

ICT SERVICES

DETASAD - ICT Services & Solutions

ICT Infrastructure Lifecycles

Managed and Operational Services

Cybersecurity

Hybrid Cloud Solutions

AI & predictive Analytics

DETASAD
CONNECT 2 GROW

VSAT and Connectivity Solutions

IoT Solutions

Data Centers

DETASAD - Services

DETASAD provides Full Turn Key ICT solutions enabling our customers to address the business and IT challenges, unlock the potential of Digital Transformation and achieve efficiency and costs savings.

Our major services include

Connectivity and Corporate Networks

Data Center and Cloud

Deployment Solutions

Managed Services and Operations

Connectivity and Corporate Networks

DETASAD is offering a range of operator independent terrestrial and satellite IT Communication Services, internet and connectivity solutions in the Kingdom of Saudi Arabia:

- Cost efficient carrier neutral terrestrial connectivity solutions
- Satellite connectivity for voice and data
- Dedicated or shared bandwidth solutions
- Carrier and geography redundant link options ensuring highest service
- Dedicated or Shared Data Connectivity and Internet Access at any location within KSA.
- Standard or customized Firewall and DMZ solutions
- Corporate Network Analysis (Traffic Flow, Application Profiles, Load/Congestions).
- Network Optimization (Data Compression, QoS, Access Policies)
- Homogeneous solutions for all your business communications (voice, fax, video, or data exchange)
- Supply, installation and operation of active and passive connectivity equipment
- DETASAD owned teleports in the KSA for satellite services
- Virtual zero latency for application response time optimization
- Flexible financial options and CAPEX/ OPEX structure
- Flexible network and satellite topologies
- Gateway connections to terrestrial or other networks.

Data Center and Cloud

DETASAD Data Center co-location services provide whitespace solutions to our blue-chip client base with leading reliability and operational support. Our data centers are operator independent and our meet-me facilities are providing access to all major licensed providers in the Kingdom as well as to DETASAD VSAT teleports in a diversified and geographically redundant topology.

- Data Centers in Riyadh and Jeddah
- Colocation and hosting of mission-critical IT systems in certified and secure facilities.
- Additional DC capacity in planning
- TUEV IT certified Tier 3 Extended Trusted Site Infrastructure
- Private cages and PCI level security
- Blue Chip customer base
- Customer specific, flexible service solutions
- SAP certified for infrastructure operation.
- MPLS connectivity between data centers using diverse DSPs.
- Business Continuity workplaces and staging areas.

Data Center and Cloud

DETASAD Cloud is the most secure enterprise cloud solution currently available in Saudi Arabia ensuring fully managed security services and a wide service catalogue. DETASAD top of the range infrastructure covers private, public and community cloud technologies. Our focus on public and private organizations allows us to efficiently deliver the optimal solution and configuration to our clients while providing economies of scale flexibility and cost benefits inherent in cloud services paired with a highly customisable service experience.

- Physical and Logical Security - 24/7 SOC, CSA, PCI, ISAE, proactive + reactive + predictive + awareness, forensics
- World class IT security to protect your valuable data hosted in the KSA.
- Support in transformation process from traditional IT environment to Cloud solutions.
- Partnerships with international hyper scale cloud providers gives highest level of economical and localisation flexibility
- Highly Reliable Data Centers in KSA
- Data sovereignty
- Integration of existing infrastructure
- Local execution and support capabilities
- Private vs. Public vs. Hybrid Cloud
- Data and application migration and integrity
- Tailored Solutions & Services
- Flexible commercial Models
- Optional Local and Amazon AWS public cloud
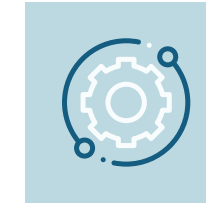
Deployment Solutions
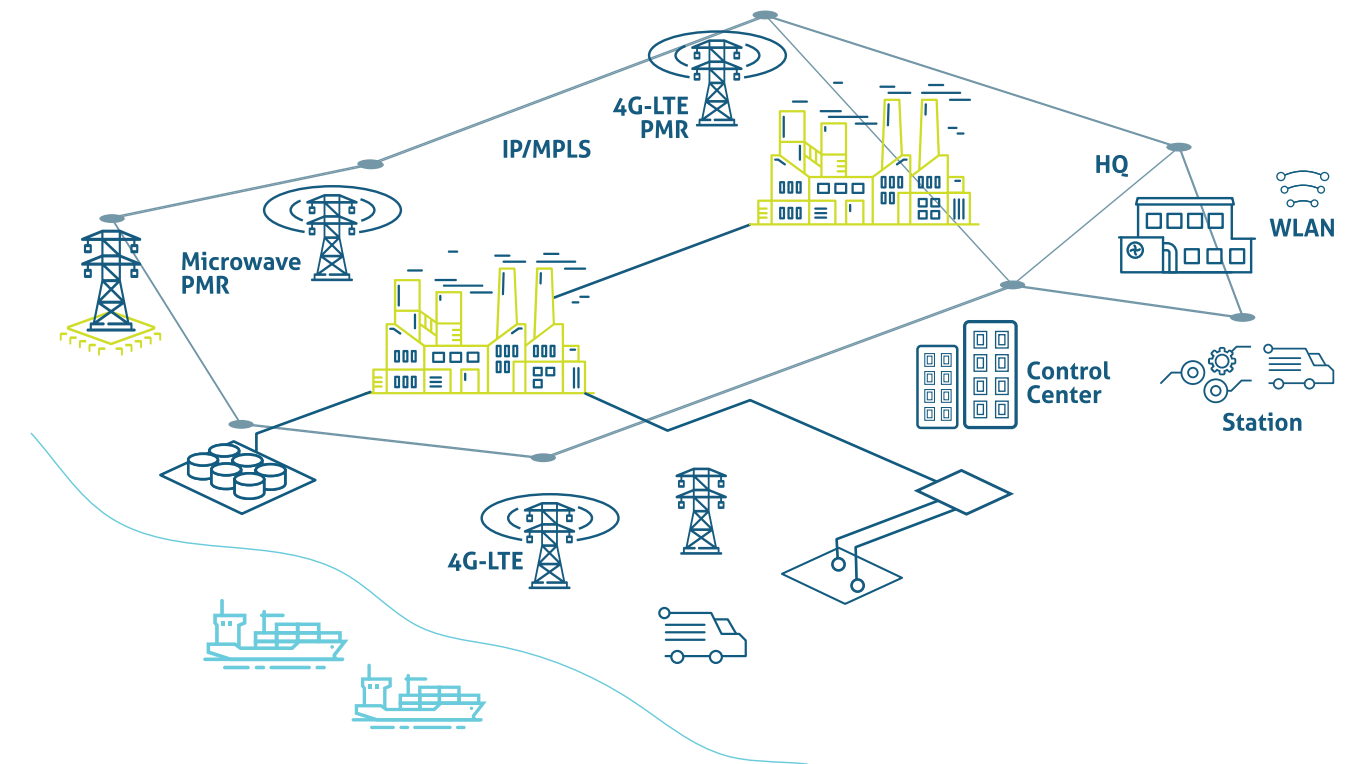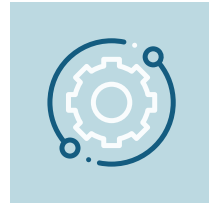
Deployment Solutions

Deployment solutions is the deployment arm of DETASAD providing E2E turnkey services and solutions to clients covering the wider ICT sector. The clients have the flexibility to choose whole or part of the solutions or to tailor one up according to their needs.

E2E Turn key Solutions

- Optical Fiber Network
  (FTTx, DSL, Junction, LON)
- Wireless Network (GSM, Microwave)
- Switching & Transport Network
- In-Building Solutions
- Telecom Power, Surveillance and
- Cooling Solutions
- IOT Connectivity

Hardware Deployment Services

- IP Racks and Accessories
- Spectrum Monitoring
- Frequency Management
- VSAT Equipment
- Data Centers Infrastructure
- Alternative Energy Solutions
- Ethernet Bridges

Consultancy Services

- Network Design
  Network Audits
- Network Link Resilience
- Network Optimization
- Network Relocation
- Network Rehabilitation
- Network Patrolling
- Skilled Resource Provision

Design Services

- GIS
- Fixed Network
- Wireless Network
- Surveys and As builds
- Design Audits

DETASAD Training Center

- HSE Management
- Field Trainings
- Technical & Specialized
- On Job Trainings
- Leadership & Management

Project Management | Technical Solutions | Survey & Design | Procurement | Quality Management

Permitting | Civil Works | Ducting | Cable Putting | Splicing

Termination | Antennas & Towers Installation | Switching & Transport Network | Power & Cooling Solutions | In Building Solutions

Video Surveillance Systems | IOT Connectivity | Testing & Acceptance | As Built Documentation | Resource Provision

Managed Services and Operations

Integration Services

- Turn-Key Network Infrastructure
- System I Network Application Integration
- Multi-Technology/ Transport Backhaul Network I&C

Engineering, Design Services

- Network Design
- Network Optimization
- MoP Design
- Product System Evolution

Integration Services

- Network Monitoring & Management/ Managed CPE (Router/ Firewall, ...)
- Full-Life cycle Network Outsource
- Continuous Network Measurement & OQ_timization
- Prevention & Corrective Maintenance
- On-Site Technical Service & Staffing
- Managed NOC services with 24/ 7 Operations Center and Service Desk
- Flexible, individual SLA commitments and operation with low response and service recovery times across the full territory of the Kingdom of Saudi Arabia

Consultancy Services

- Benchmarking services
- Service Automation and IoT
- Network Engineering, Design & Optimization Automating
- IT infrastructure
- Network / Process / Performance Audit

Managed Services

People

700+ own Workforce Includes:

Engineers / Supervisors / Technicians and Project Managers

People

> 30 Maintenance centers Kingdom-wide

People

- WFMS
- MDT Tool
- Ticketing System
- NOC

People

- Level 1
- Level 2
- Level 4 & 3
- 7/24 Service Desk

The DETASAD managed services portfolios ensure highly reliable operation of critical IT and telecommunication networks, infrastructure and applications with countrywide presence and commitment to stringent service recovery SLAs.

- Data/IP and telecommunication Equipment Managed Router Service, Managed Desktop Service
- Transport and Access Networks (Long Distance, FTTx, Mobile, VSAT)
- Outside and Inside Plant
- Submarine Cable Stations and Satellite Teleports
- Electro-Mechanical Support Infrastructure and Technical Buildings Maintenance
- End-to-End IT Outsourcing Solutions and IT Service Management

DETASAD

SOLUTIONS

Fleet Solutions

DETASAD Fleet Solutions provides your business with tools and reports that helps maximize efficiency of the vehicles by monitor, manage, track behaviors and activities of the vehicle driver's data. DETASAD Fleet Solutions will provide you with a real time view of vehicles location, driver details, speed, stops, driving violations and history of the cars along with analytics supporting tools. Boost your fleet performance and reduce operational cost by using DETASAD Fleet solutions for all types of vehicles you own regardless of its size and model.
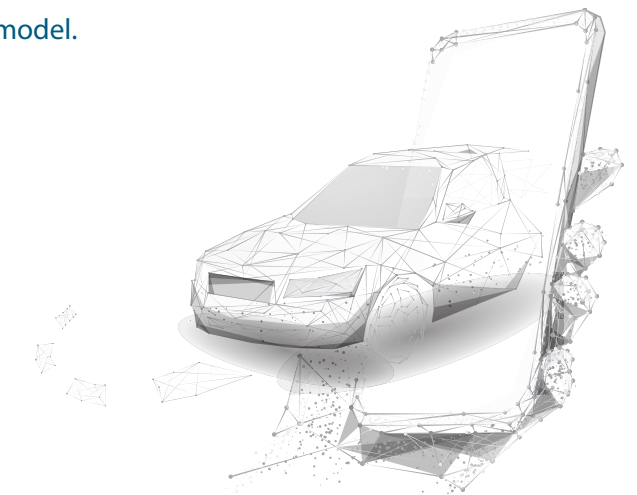
Solution Benefits

Online monitoring and Management of your fleet and fleet's drivers

Website and mobile application, advanced analytics tools

Customized reporting and dashboards per day. Week or month

The solution hosted locally in a top tier DETASAD Certified data center

Wide range of service centers across the Kingdom of Saudi Arabia

Provide history of the vehicles: drivers, speed, stops,mileage, fuel consumption

Use of the latest Technology and update in our secure environment

Provides history or the vehicles: insurance, service, spare parts, accident

The solution is scalable, flexible and can be customized to your business needs

Solution Features

Ready - made solution available for your business upon request

Allow your team focusing on the company core business

Meet different regulations related to your industry

Reduce operational cost and vehicle management efforts

Improve productivity and enhance safety of the vehicles drivers

Easily upgrade, downgrade and additions of new services

Improve driver behavior and safety

Plan for a preventive maintenance

Professional team to support you with design, upgrade and migrate of existing setup

Implement a better route planning and tasks assignment

Added Value of DETASAD Fleet Solutions

It is converting your Capex to Opex through the provided service packages tailored to your business needs with the latest technology environment and advance analytic tools.

Who Benefits From this Service

Government and business customers in different segments with different sizes, especially in the logistics and transportation field who is looking for a fleet management end-to-end solution.

Solar Surveillance Solutions

SOLAR SURVEILLANCE

DETASAD's provided Solar Powered Systems have been specifically designed, tested and developed in response to the challenge of delivering high quality CCTV surveillance, wireless networks and satellite communications in challenging and hostile locations, such as oil fields, international borders, construction sites and highways traffic and security monitoring. Typically, such environments lack fixed buildings, power and connectivity, it is integral that the systems have been designed to be completely standalone, easily transportable and rapidly deployed.
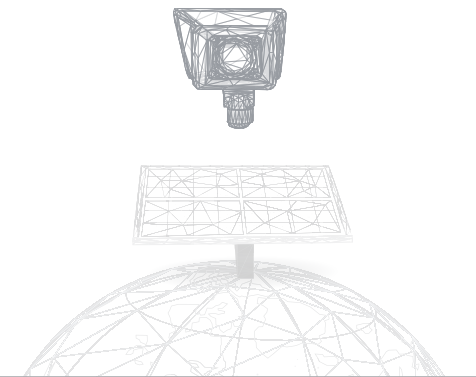
Solution Benefits

The solution provides you with security surveillance and site access with immediate requirement

Full solution in one unit including of cameras, NVR, storage and network requirement

3G/4G and satellite Communication equipment optional as per the needs

Durable engineered, built to last and unit is %99 recyclable

Anti-theft and vandalism measures: built in GPS, concealed hinges, fully enclosed, ruggedized and lockable cabinet with IP66 rating, anti-vandal collar – option to add sensors

NOC services to provide a customized reporting and dashboards per day, week or month

Online monitoring and management of your assets in the remote sites

Website and mobile application advanced analytics tools for camera systems

Wide range of service centers across the Kingdom of Saudi Arabia

The solution fully supported by DETASAD certified engineers

Use of the latest technology and updates in the secured environment

Available to lease, purchase and hire purchase

Installed and operational in under one hour upon arriving the site

Off-grid security solution capable of delivering 7/24 CCTV powered entirely by renewable solar energy

Installed and operational in under one hour upon arriving the site

Solution Features

Ready-made solution available for your business upon request

Allow your team focusing on the company core business

Meet with different regulations related to your industry

Reduce operational cost and onsite management efforts

Improve productivity and enhance safety of your assets on remote sites

Easily additions and integration of new services based on sites requirement

High encryption levels for top level security projects

Professional team to support you with solution design and migrate of existing setup

The only solar generator on the market capable of operating on 100% solar energy all year

Rapidly deployable, plug and play – deploy the ARC anywhere with a 4/3G signal or satellite connectivity to transmit the data and video streaming back to a central server, mobile phone or send alerts to any user or cloud-based storage on alarm

Added Value of DETASAD Solar Surveillance Solutions

It is solving your challenges of delivering high quality CCTV surveillance, wireless networks and satellite communications hostile locations through the provided service packages tailored to your business needs with latest technology environment and advanced analytical tools.

Who Benefits From this Service

Government and business customers in different segments with different sizes, especially in the oil & gas field, construction sites, special events, defense and military sites, roads and rural areas.

AI & IoT Solutions

ARTIFICIAL INTELLIGENCE

Empowering companies with Intelligent Data Analytics, provide insights and drive decisions by offering differentiated customer service and creating competitive advantage.

Communicates with intelligent systems using the natural language

Accelerates data sourcing and preparation

Enables adoption of actionable insights

Helps to harmonize the data analytics through Artificial Intelligence

Improves the automation of Insights and ML data modeling

Solution **Features**

Enables data-driven decision making and increases adoption across company transforming data/reports into simple charts

Businesses will be able to source and clean the data in less time

Makes it easy for business users to extract complex insights

Enabled search by typing or voice command to talk to your AI processing compute

Uses repeatable ML queries to automate certain types of analyses

Added Value of DETASAD Artificial Intelligence Solutions

Ensures providing advanced data management with a differentiated customer experience that oversees customer information & generates business insights for all stakeholders across different units regardless of their background.

Who Benefits From this Service

Government and business customers in different sizes and segments who are looking for the power of Artificial Intelligence and data analytics to achieve their business objectives.

Ultimate SOC **Solutions**

ULTIMATE SOC

DETASAD Ultimate SOC Solutions support the end customers requirement for the monitoring and management needs by analyzing and protecting companies assets from different cyber-attacks and threats, this is through the professional team of experts, advanced technology tools, processes supported by an international standards to pre vent security incident, attacks and threats.

365/7/24 Proactive support & protection by security experts

Provides a full management solution from detection to re-solution

Real-time threat reports and analytics

Cloud based solution running from DETASAD Cloud inside Saudi

Flexibility to have on premise collector for multi-layered protections

The solutions are supported by the latest technology from a recognized vendor

Solution Features

Integrated security logs from different systems and technologies into DETASAD CDC Solutions

Improving the utilization of the companies Infrastructures and applications

Increase systems and applications availability to support the business needs

Assuring IT systems and network performance with optimum Security Maintenance

Fast track implementation of the required SOC solutions as part of the defense center

Added Value of DETASAD Ultimate SOC Solutions

It is converting your Capex to Opex through the provided service packages tailored to your business needs with latest technology environment and advanced analytical tools.

Who Benefits From this Service

Government and business customers in different segments with different sizes, especially in the high tech and fintech field and is looking for enhances Security & IT monitoring and management solutions.

What is the added value of DETASAD Ultimate SOC Solutions?

Next-Gen SIEM

Network Behavior Analytics

Log Management

User Behavior Analytics

Endpoint Behavior Analytics

Endpoint Monitoring & Forensics

Network Monitoring & Forensics

User Behavior Analytics

WHY
DETASAD

Why DETASAD?

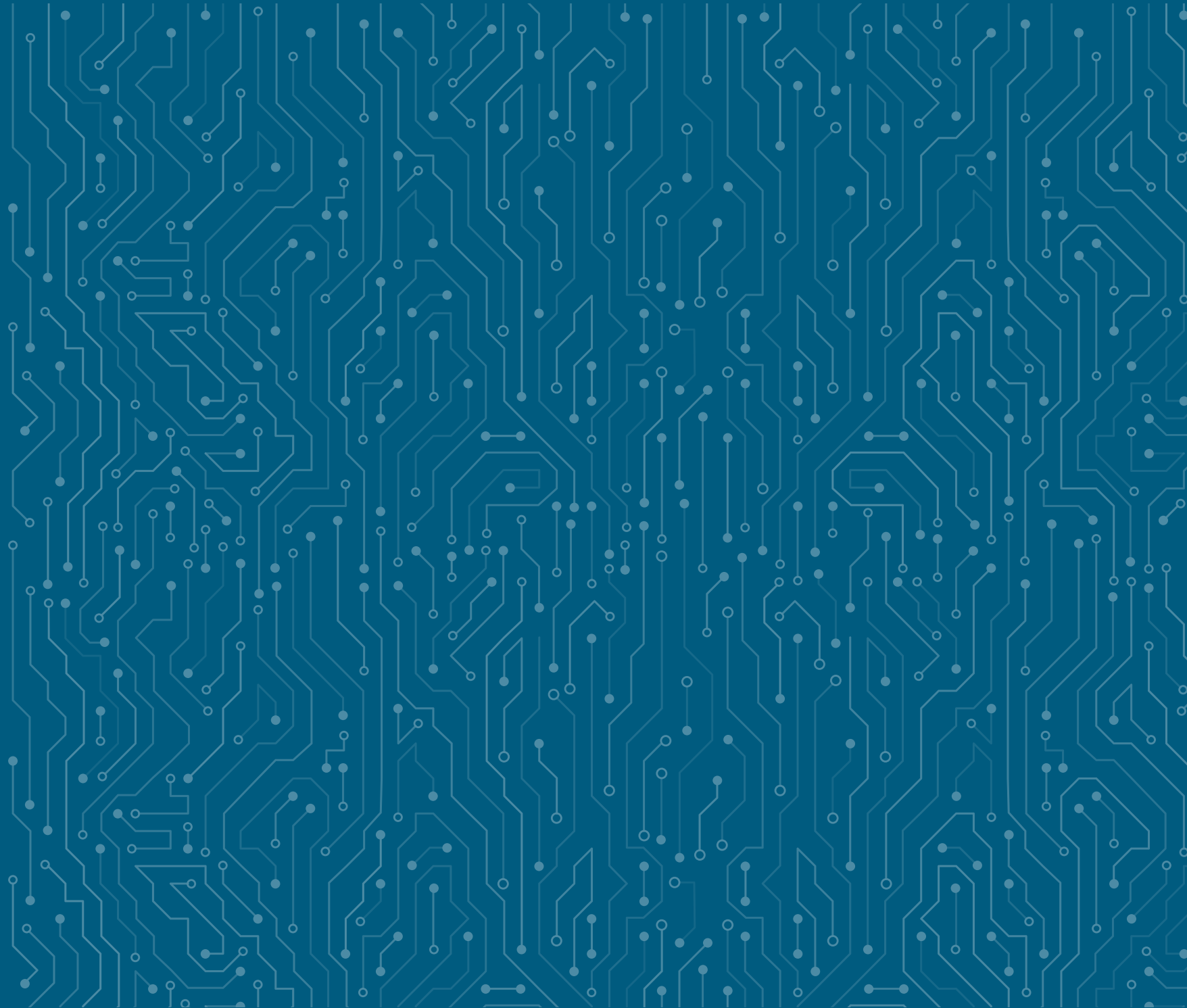DETASAD is a KSA based partner committed to unlock value, enable the digital transformation and deliver cost efficiencies, making it the partner of choice for many organisations in their digital transformation journey ensuring that the critical success factors are addressed and achieved.

- DETASAD is a Business Partners understanding the whole picture
- Extensive physical and virtual Integration capabilities
- End to end delivery of ICT infrastructure and application project
- Long term commitment over the full digital transformation journey not only one-off projects
- Committed to support the organizational buy-in based on strong track record
- Value based decision making and execution ensuring that values are identified and unlocked
- Delivering global best practices and experience from over 35 locations across the Kingdom of Saudi Arabia
- Flat hierarchies ensuring direct access to BU and company top management for any customers
- Flexible financial models to provide the optimal commercial solution: Revenue Share,
- Value generation pricing, OPEX vs CAPEX, BOT (Build-Operate-Transfer), PPP (Public Private Partnerships), Buyback of existing infrastructure
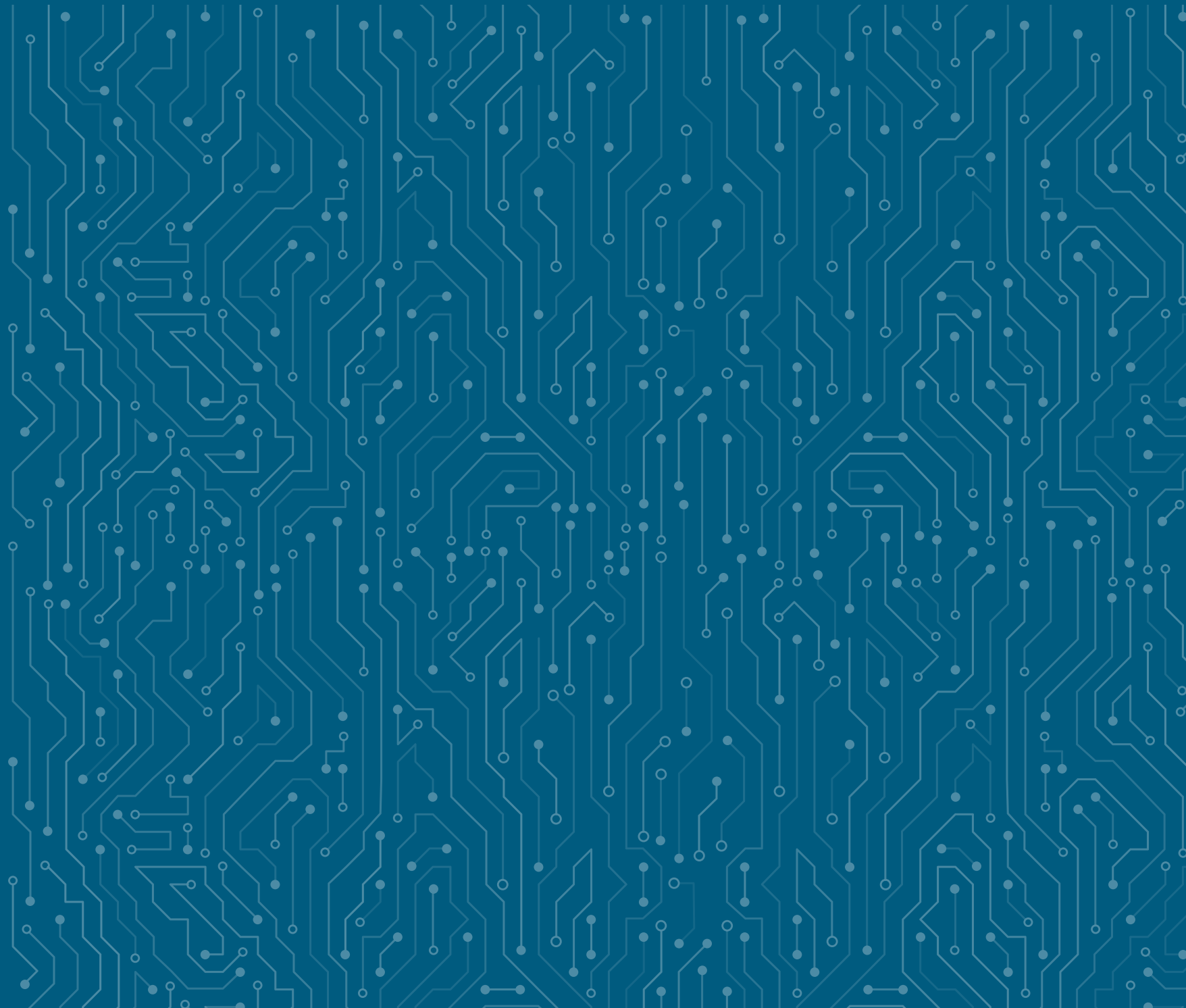
EXPERIENCE
& REFERENCES

Experience & References

DETASAD has a track record of more than 35 years successful projects execution, making us a leading ICT provider in the Kingdom of Saudi Arabia.

DETASAD has proven its organizational ability, flexibility and extensive know-how through successful execution of large and demanding projects in the Kingdom of Saudi Arabia — we are honoured to count STC, CITC, Aramco, the largest financial institutions in the Kingdom besides many other governmental, corporate and SME customers among our customer based. Our consistent implementation quality and commitment to the success of our clients is underlined in the long term relationships, high customer retention and award of additional projects and contract extensions.

Below list highlights some of the projects delivered by Detasad – a more detailed overview can be provided in case specifically required.

Connectivity and Corporate Networks

- VSAT connectivity solution for 4000+ ATM machines across all major banking institutions and the full territory
- VSAT broadband connectivity to Oil& Gas clients and the public sector
- Tailored VSAT solutions for industrial verticals and maritime/ offshore
- Corporate networking solutions to governmental and private clients in various industries including low latency solutions, highly secured corporate networks, Internet connectivity, PtP and star connectivity solutions and MPLS networking solutions

Data Center and Cloud

▪ Data Centre co-location partner for financial institutions, Aramco subsidiaries, international SW companies, ministerial agencies and private sector clients

▪ Cloud partner for Aramco subsidiaries and a number of public and private sector clients

Deployment Solutions

▪ Only provider of National Broadband project FTTH rollout under the NTP2020 initiative selected by all operators and across the entire territory of the KSA : STC, Dawiyat and ITC with significant scope for all of them

▪ Supply and Deployment of the national spectrum monitoring infrastructure

▪ Full Turn Key Supply and Implementation of satellite ground stations, microwave networks, Digital TV transmitter stations and submarine cable landing stations for a number of clients

▪ Full Turn Key implementation of STC long distance optical network infrastructure

Managed Services and Operations

▪ Managed Services and operations services for STC long distance national network infrastructure including infrastructure, outside plant and active components for more than 20 years with teams up to 1,200 full time experts.

▪ E2E Operation for the national Spectrum Management and Frequency Management systems for more than 25 years

▪ Managed Services for 4.000+ VSAT terminals for financial sector and industrial clients ensuring stringent service levels at any place in the KSA.

▪ Operational services for coastal radio network stations

▪ Consultancy services for Data Centers, SOC and ICT architecture solutions

▪ Operations and rehabilitation services for a governmental optical network infrastructure

Contact Details

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