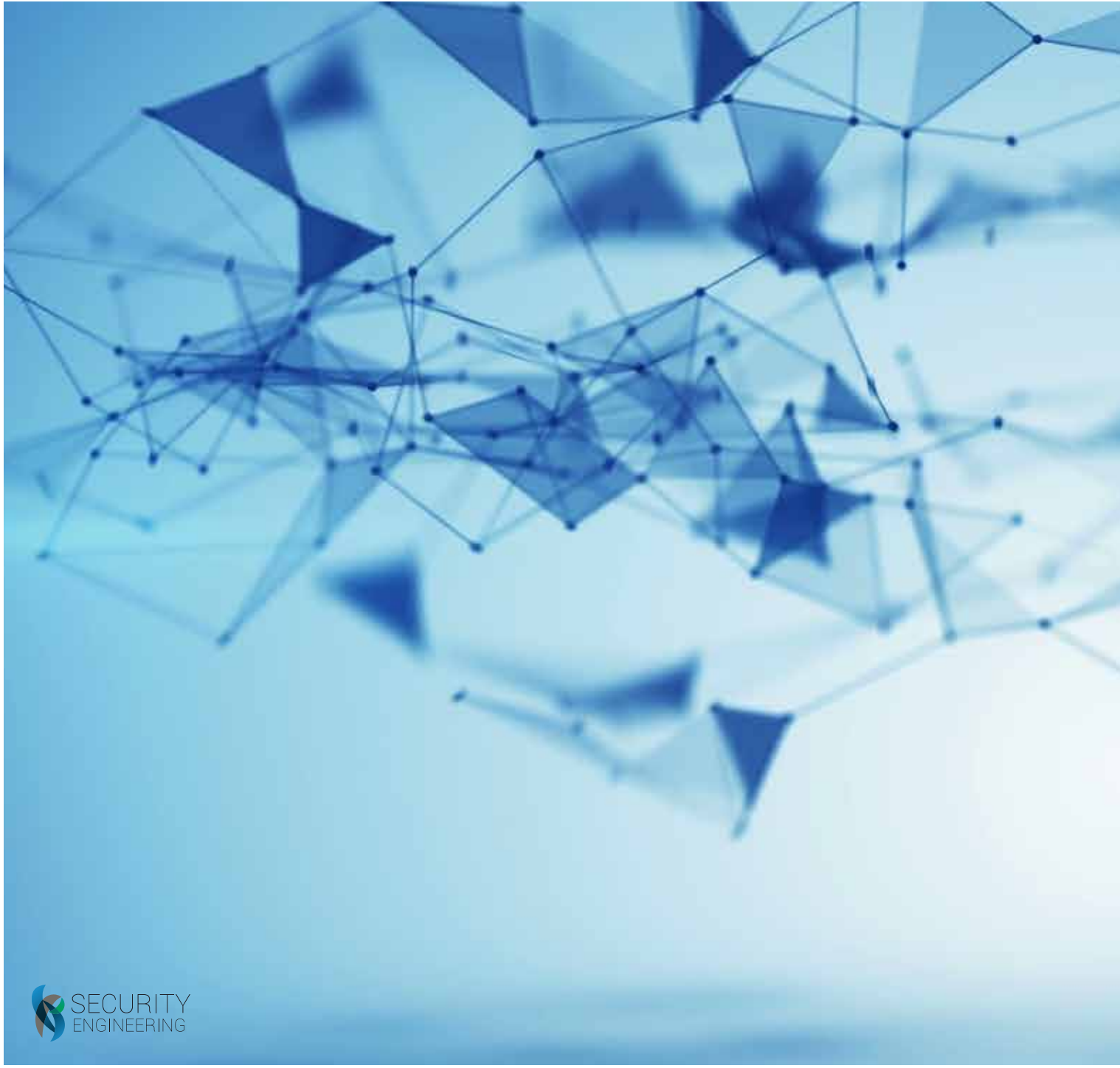


# COMPANY PROFILE

BOSCH BUILDING TECHNOLOGIES PARTNERS



# ABOUT US

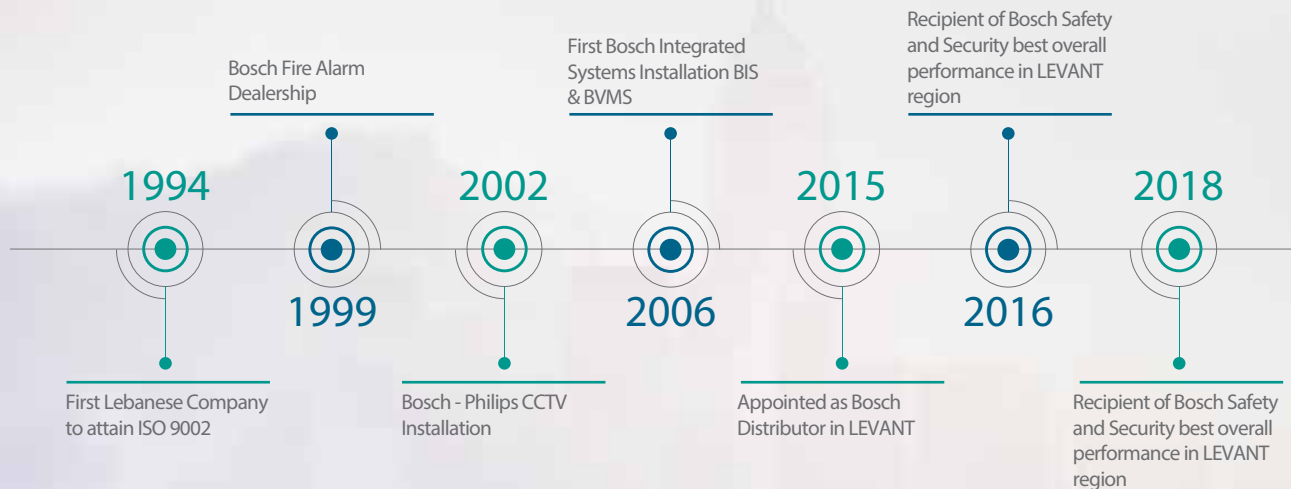
Security Engineering SAL is recognized as one of the leaders in enterprise security solutions and security products in the LEVANT region. Through its business units, Security Engineering offers a wide range of security services and products, Engineered Solutions, Electrical Installation, Covering the different comprehensive sectors in the market through our large client base ranging between end users & business partners.

We are value added distributors with a 20 years track record in the LEVANT region.



Scan QR code to find out  
more about us

# OUR HISTORY



Security Veterans with +20 years market experience



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# MISSION & VISIONS

Deliver world-class security & safety solutions that meets the client's needs for a real return on investment & business development.

Distinguish Security Engineering as sole provider of high quality & efficient systems that meet customer needs and lead to better ROI; safer and more secure environments.

We understand the customer needs and utilize the latest technologies to serve our customers at reasonable prices.

INTERGRATION  
MADE SIMPLE

ENGINEERED  
SECURITY

STRATEGIC  
BUSINESS

PARTNER  
PROGRAMS

SAVE ENVIRON-  
MENT & MONEY

ELECTRICAL  
INSTALLATION

We are passionate about making our world  
safe, secure, efficient and enjoyable.

# STRENGTH



COMPREHENSIVE  
BUSINESS UNIT



SIGNIFICANT PRESENCE IN  
LEVANT REGION



CONTINUOUS TEAM  
TRAINING



CERTIFIED TRAINED  
ENGINEERS



VERY LOW EMPLOYEE  
TURNOVER RATIO



PROJECTS TECHNICAL  
DOCUMENTATION



DEALERS & DISTRIBUTORS  
OF SECURITY MANUFACTURERS'  
LEADERS



VALUE CREATION  
SUPPLY CHAIN



STRATEGIC PARTNERS WITH  
INSURANCE COMPANIES,  
SAFE DISTRIBUTORS, ...



# MAKING THE DIFFERENCE





# CORPORATE VALUE

## PERFORMANCE PRIZES

Security Engineering core Prize is its customer satisfaction and feedback. Our customers experience with us excellent customer services through our innovative solutions from consultancy and design through to implementation, integration and professionally managed services.

Security Engineering has also won various prizes from its suppliers. Lately Security engineering has been awarded "Best Overall Performance 2017 LEVANT Region" for 2017.

## CODE OF ETHICS

We strongly believe that a culture of integrity and respect requires the implementation of three priority business principles:

- Establishing relationships based on trust with clients, suppliers, communities and employees to ensure the highest levels of safety and security in operations as well as protecting health and the environment
- Compliance with laws, regulation and international standards
- Personal commitment and responsibility to maintain the highest ethical standards of business conduct and to guarantee respect for internationally recognized human rights standards

The code needs is taught, monitored and regularly re-evaluated and revised.

## SERVICE COMMITMENT TO CUSTOMER & MEASUREMENTS USED

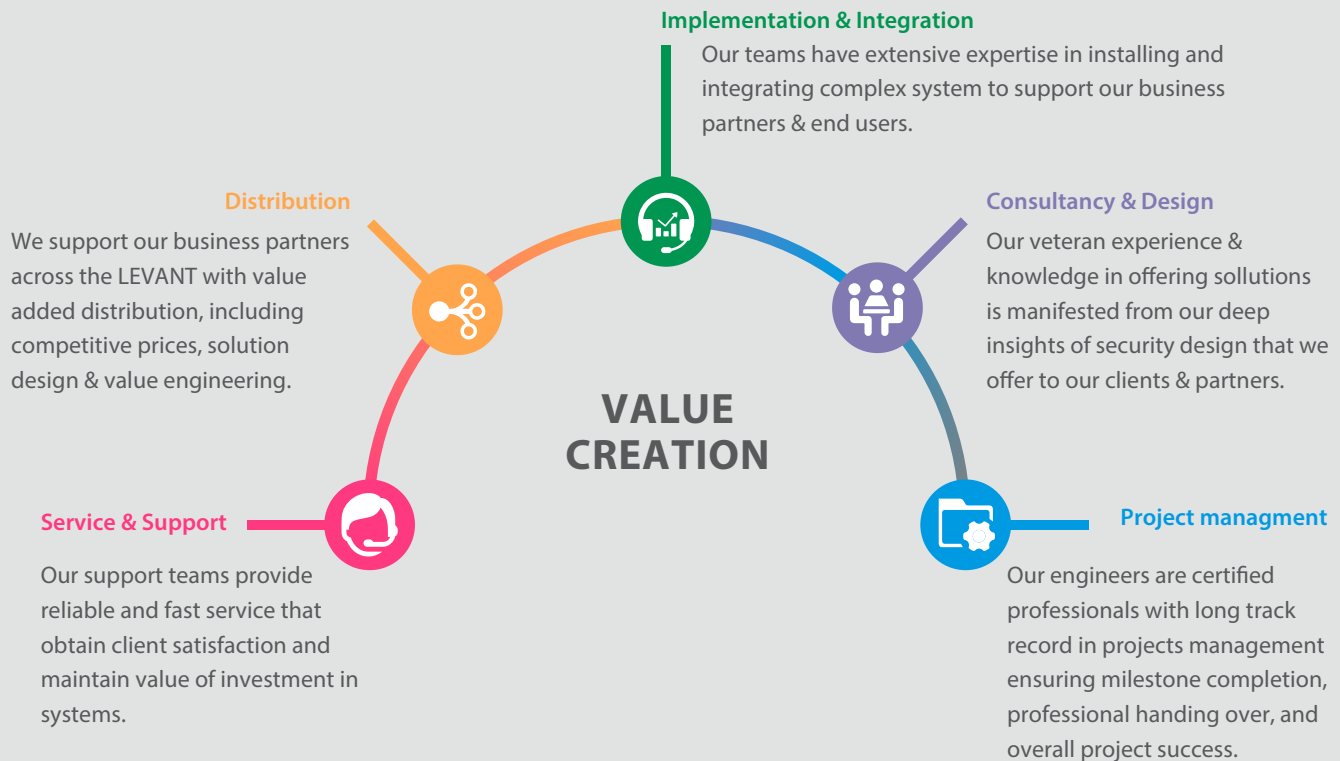
- Financial Stability: Each project has its own feasibility study, budget and allocated funds
- Budget Compliance: YTD Budget and Spend Comparison, Capital Budget Compliance, and Actual vs. Budget Financial Reports are used to adjust business plans, spend rates and purchase plans, and for controlling expenses for overtime, outside services and staffing.
- Empowering the staff. Every individual and team understand who its customers are and what they must do to provide service excellence. All of our Engineers and technicians undergoes continuously a technical and product trainings to ensure that the right solution for our customers and right implementations.
- Maintain high customer satisfaction rates by building commitment and trust, be responsive, listen to our customer input, and develop service/maintenance agreements with customers as needed.



# OUR SERVICES

Our Engineered Security business unit offers a turnkey installation of low-voltage products with added value. We focus on "professionalism, reliability, quality service and efficiency".

Our value creation starts from Survey & Preparation through to Consultancy & Design to Implementation & integration to delivery and to after sale services and support.



# BUSINESS UNIT



## RETAIL BUSINESS

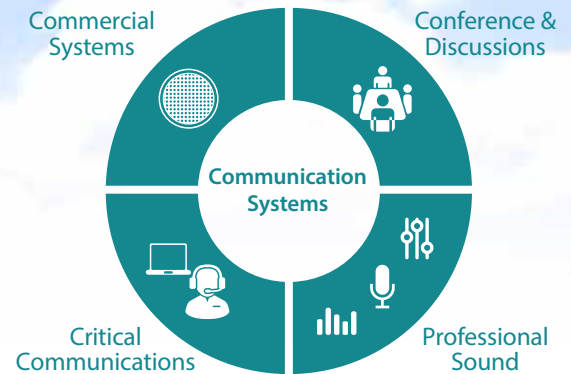
The Retail Business unit is our Product Business. Security Engineering is the official distributor of Bosch Security & Safety Systems, Salient Sysems, Sony Video Security, in the LEVANT region, & the official dealers of HEALD, FIKE, Bodet.

The Product Business area's extensive business portfolio includes Video Surveillance, Intrusion-Detection, Fire-Detection Systems, Video Management Software, Building Automation, Access-Control, Public Address and Evacuation Systems, Professional Audio, Conference Systems and Innovative hostile vehicle mitigation products and traffic control solutions.

Security Engineering doesn't just offer a product; our technical expertise also provides technical advices that fit the customer needs. Our aligned business units' expertise is shared with the customer to ease the customer purchasing decision in respect of specification needed. These services provide our customers' operation with solutions that can offer competitive advantages and outstanding value.



# OUR SYSTEMS



## SECURITY ENGINEERING SALES BY SELECTED PRODUCTS 2018



Video  
Systems

2000  
Cameras



Intrusion  
Alarm  
Systems

1600  
Intrusion  
point



Fire  
Alarm  
Systems

1500  
Fire  
Detector



Access  
Control  
Systems

767  
Access  
Doors



Audio  
Systems

>10000  
Speakers
















# SECTORS



## TARGETED MARKETS

The main solutions that we offer is in the area of security & safety, the protection of human life, buildings and goods, includes fire detection, public address and voice evacuation systems. Our portfolio of integrated solutions includes great variety serving various industries in the LEVANT region.

## OVER 250 INTEGRATED SECURITY PROJECTS ACCROSS VARIOUS INDUSTRIES

-  Military
-  Financial Institutions
-  Governmental
-  Airport
-  Healthcare
-  Telecommunication
-  Educational
-  Industrial
-  Oil & Gas
-  None Profit Organization
-  Commercial
-  Retail
-  Residential

# CLIENT BASE

During the last 15 years Security Engineering has served over 350 clients across its business units.



- Greater than 250 Projects Executed
- Greater than 150 Projects Export
- Greater than 100 Projects Partners

# GEOGRAPHICAL PRESENCE



- Supply & Apply
- Engineering Services
- Partners Distribution

# COMPANY STRUCTURE

## **Engineered Security Business Unit**

Security Engineering is best known for its Enterprise (Corporate-Wide) Security projects, which integrate security solutions with centralized and powerful monitoring from a single corporate location using the organization's Information Technology infrastructure. Security Engineering is one of the few security integrators in LEVANT region with the capability to efficiently incorporate organization-wide security technology solutions onto the IT network, and to work closely with the IT Director to secure both the security system on the network as well as the network itself, using very advanced tools and configuration methods.





# WHAT MAKES US DIFFERENT

## **Multi-domain solutions competence**

Security Engineering provides solutions for a safe, secure and enjoyable building and offers a broad spectrum of services for it: from video surveillance, access control, fire-, evacuation-, and speech-alarm systems, robbery and break-in notification systems via networked time and building integration management systems. Minimize risks, maximize security: no matter what your security task looks like, Bosch offers the best solution for every building or application. Besides, offering integration with other Bosch divisions' products we offer a complete solution for buildings across the world.

## **Integration capability**

The integration management system manages different security subsystems on one single platform but it also provides a "tool box" to allow integration with third party.

With our open standards we help you create leading-edge security solutions, integrated end-to-end, leveraging our market-defining technologies in combination with the multitude of solutions available in the security market ecosystem. As founding member of ONVIF we believe in easy integration of different products, hardware and software, from different brands.

## **Extended service portfolio**

We support your projects from the start, during design and customization, help during installation and commissioning to assure a smooth hand over into operations. Our Business Intelligence Services help our end users to optimize their business on a daily basis. Benefit from our high-value repair service and high-quality spare parts to ensure you predictable, optimized operational costs. We provide first-class support that gives customers unsurpassed return of investment. We offer long service periods for repair and spare parts together with continued assistance to ensure you predictable, optimized operational costs.







# WE OFFER MORE

Extensive technical literature and application examples are available for reference, and training programs are carried out by people with vast experience in the systems, technologies & applications. Long service periods for repair and spare parts, together with continued assistance from experienced experts, means predictable and optimal operating costs.

We are in constant contact with major end-users, consultants & other influencers.

**Security Engineering sal**

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