

SEVEN SEAS PRE-QUALIFICATION DOCUMENT



enabling continuous improvement

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I. Introduction and Corporate Culture

Foreseeing a Personal Computer revolution in the corporate and government sectors in the UAE, Mehboob Hamza and Mustansir Hamza founded Seven Seas Computers in March 1983. Being among the first few, Seven Seas today is an end-to-end vendor of Information & Communication Technology products and services with domain expertise in banking, hospitality, real estate and medium to large family enterprises.

With its Head Office in Dubai and branches in Abu Dhabi, Sharjah, Sri Lanka, Singapore and Malaysia, and strategic alliances with leading-edge Information Technology Providers, Seven Seas is recognized as the third largest system integrator in the UAE and the tenth largest in the Middle East, according to a 2007 ITP report. The initiative of the founders, together with the multinational team of senior managers, relationship managers, engineers and solution architects, has steered the company to its present strong market position. With a vibrant corporate ethos for quality and commitment, Seven Seas has attracted professionals from the best universities and leading global technology companies. With continuous education enhancing their experience and expertise, we are at the forefront in applying world-class practices, with many firsts in the UAE. The corporate library with over 6,000 books and training videos, and the internal and external training and knowledge acquisition programs enhance our demanding criteria in delivering meaningful technology solutions to our customers in achieving their business goals.

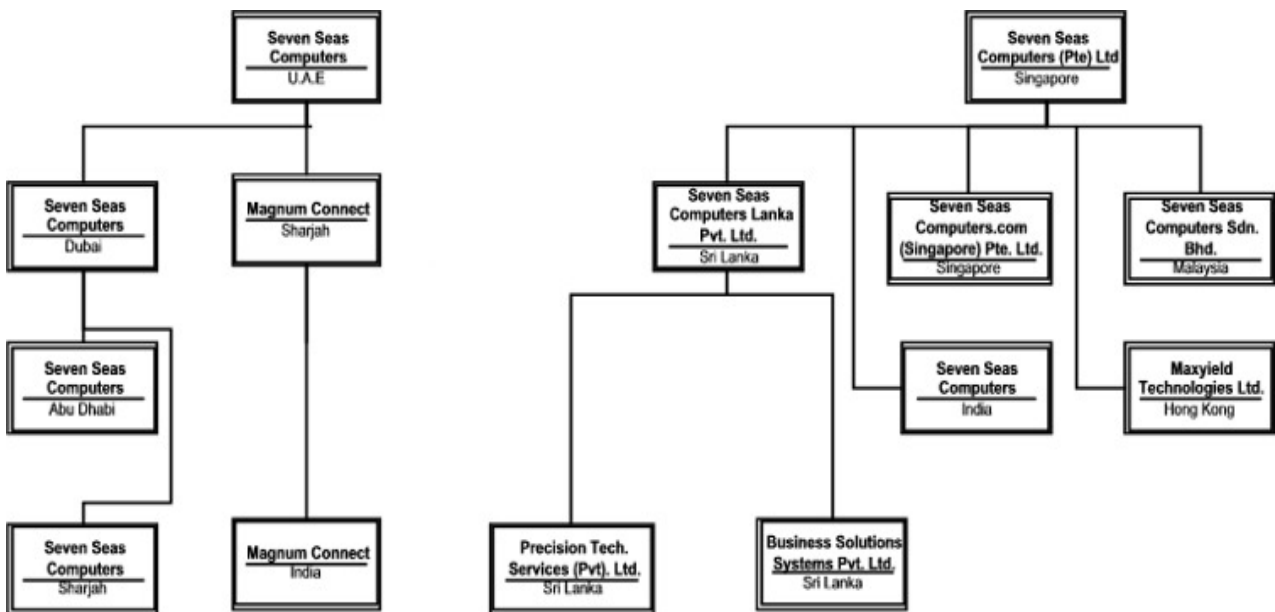


Figure 1: Seven Seas Global Organizational Structure

We aspire to be the guiding force in enhancing our clients' business drivers through effective deployment of knowledge, and integration of Information and Communication Technology (ICT). We embrace our customers' business challenges to co-create synergy that enhances growth and progress in human achievement, a critical measure in achieving competitive advantage in the knowledge economy.

Seven Seas has earned a reputation as a professional and highly motivated company, based on three fundamental principles:

- Commitment to excellence
- Continuous upgrading of technical know-how
- Unparalleled customer support.

II. Our Strength

Mission Statement

Our strength is in our commitment to quality (ISO 9001:2000 certified), multiple Technology partners and unparalleled customer support. Seven Seas is committed to business excellence by integrating quality principles and methods throughout the company. The Company delivers customer delight through understanding and meeting customers' requirements, with a sharp perspective on co-creating ICT solutions and services to meet ROI (Return on Investment) and TCO (Total Cost of Ownership) objectives. Seven Seas has established strategic alliances with industry leaders across multiple technology domains, which effectively enables us to provide cross synergies to offer a 'one-stop' window concept. This unique position enables us to provide complete end-to-end solutions, on time, on budget and on target. Our Customer Support Group maintains a high ratio of qualified and certified

Service engineers to customers. Through our dedicated Customer Support Call Centre, we provide prompt assistance to ensure minimum down time.

Capability Credentials

The need for information exchange has been facilitated by the inter-connectivity brought about by the Internet, mobile-communication, computer hardware and software technologies, which have encouraged industry growth. The speed at which these transitional changes have occurred has bemused customers as to which direction they need to take in order to fully satisfy and meet their information and communication needs.

Many organizations perceive the consulting process and the benefit it provides to fulfill their ICT needs as a complicated and costly identification process. As a result, organizations now proceed with extreme caution during consultation or when selecting the most appropriate solutions.

Seven Seas recognizes and understands the critical importance organizations face in the new millennium as they plan the restructuring of their businesses, in order to incorporate new technologies while ensuring the maximum Return on Investment (ROI) of existing infrastructure and on new technology deployment.

Evaluation Criteria

We have an excellent reputation, which is acknowledged by both our customers and technology partners. Our expertise enables us to contribute the level of project quality necessary to meet the demands of sophisticated commercial environments.

Seven Seas is committed to achieving business excellence by integrating quality principles and methods throughout our company. We provide our customers with quality ICT systems, solutions and services, take a long-term perspective of our relationship with customers and consider them as business partners. We strive to achieve customer delight through understanding our customers' requirements and delivering on our commitments.

We employ talented individuals with appropriate skills and equipping them with the necessary tools, allowing them to effectively fulfill their assignments. We use the best practice methodology and framework of ITIL to continuously improve our performance using a Total Quality Management approach to deliver proven and meaningful solutions and services to our valued customers.

Support team

Seven Seas continually invest in training and upgrading the skills set of our engineers. Beside our professionals being engineering graduates, they are also certified with various certification bodies. This enables complete confidence in our capability to deliver high quality solutions and services and remain competitive in a constantly evolving commercial world. In addition, we are able to draw on the total skills register, which exists in Seven Seas to complete special assignments on behalf of our clients.

Seven Seas is able to provide consistent support and interface to its regional and multinational clients in the Middle East and Southeast Asian regions. The pool skill-sets comprises of a number of qualified and skilled engineers, technical consultants and experienced project managers, such as:

- Accredited Compaq Technicians & Engineers (ACT) (ASE)
- Microsoft Certified Solution Developer, Certified Professional & Systems Engineers (MCSD) (MCP) (MCSE)
- Oracle Certified Professional (OCP)
- SalesLogix Certified Developer (SLXD)
- Certified Novell Administrators & Engineers (CNA) (CNE)
- Systimax Certified for structured Cabling

- Panduit Certified for Structured Cabling
- Ortronics Certified for structured Cabling
- Infra plus Certified for structured Cabling
- Brandrex Certified for structured Cabling
- SCO support Engineers
- Avaya Certified Voice Engineers (ACS) (ACE)
- Nortel Voice and Data Networking Engineers
- BT Voice Engineers
- HP ProCurve Certified (Master ASE) (ASP)
- Cisco Certified Network Administrators, Design Professionals, Network Professionals and Internetworking Engineers (CCNA) (CCDP) (CCNP) (CCIE)
- certified information systems security professionals (CISSP)

Customer Base

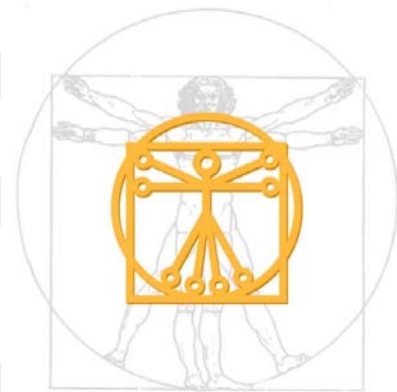
Seven Seas Group has successfully delivered solutions and services to a diverse and respectable Corporate and Government customer base in excess of 1,000 organizations spread across the UAE, Sri Lanka and Singapore.

Market Approach

In today's technological era, customers are faced with the increasingly daunting prospect of choosing from a number of available product options in order to solve their business needs first time. In the current 'wired' environment, rarely does a single vendor possess all the necessary capabilities, products and techniques, which can be encompassed together to produce a meaningful solution towards a customer's business requirement.

Over the years, Seven Seas have established strategic alliances with technology partners that provide cross synergies to form a "one-stop" window concept. This allows Seven Seas to provide a complete end-to-end solution that meets even the most demanding customer expectations and market environments.

Seven Seas market approach (Seven IT layers for Business) allows us to provide services including consulting & customised solutions for a wide spectrum of applications through knowledge and applying business acumen.



Consulting

Consulting services are offered in areas of technology planning, designing, systems integration and evaluation. From the birth of an idea to the implementation of a solution, our consultants’ partner with you to provide a solution that meets and fulfils the needs of your business. Our solutions will also take into account your performance requirements, future growth plans and computer technology trends. Pro-active consulting includes network management, diagnostics & performance monitoring. A consultant creates a bridge between the supplier and the user so that the customer’s organizational objectives are achieved.

Warranty & Per Call Support

This management process forms an important part of the asset management process as it ensures a lower service cost for our clients as well as a lessened parts risk for Seven Seas. The warranty management process is built into the Seven Seas Call Tracking System (CTS) that caters for all activities relating to warranty management, such as vendor details, warranty details (broken down to component level) resulting in a total warranty management program. The warranty management is also linked to the billing process, whereby the relevant discounts are calculated and updated as and when warranties expire with a sufficient audit trail to allow customer to verify billable warranty units and costs as part of the reconciliation process.

Help Desk

All fault incidents are routed through our Helpdesk, which provides a single point of reference. The Helpdesk will provide first-line diagnostics and validate all fault incidents to completion. The Helpdesk is responsible for maintaining and monitoring service levels and is linked to a detailed database of all problem resolution and component information. It will be used to provide information for reports that will enable Seven Seas to carry out in-depth analysis of problems and failures, resulting in corrective actions and enhancements. Various statistical reports can be generated to provide our clients with information on overall downtime, type of faults, etc.

SERVICE	PLATFORM / TECHNOLOGY	PRODUCT
Warranty or Per Call Basis	All offerings of Seven Seas	All products sold

The "Knowledge" Centre

Seven Seas is a firm believer in the "Customer First, and Always" principle. In our conviction, we support our customers in the core areas of IT planning, enabling them to effectively achieve their business.

The TeKnowledge Centre is a key initiative in this direction by being the first in the Middle East for hosting IT dreams to reality, in a free-your-mind environment. It has the capability to simulate probable solutions for specific needs and ultimately analyse the viability of multiple theories, before the customer makes the final decision. The customer's needs are translated into a solution through multiple offerings such as system study for making a bill of quantities or request for quotation, evaluation of bids, and assistance in formulation of IT contracts and guidance in pilot implementation before the total roll out is undertaken.

The TeKnowledge Centre's principle strength is its people. The strategic investment in human capital is to bring together a talented team to visualise strategies into reality. Built at a cost of US \$3 million, the TeKnowledge Centre is designed to make known the unknown and convert the possible to practical realisation.

The TeKnowledge Centre offers the perfect platform for international IT vendors to pre-test their solutions for suitability in the region.

III. Technology Solutions

- > APC - MGE
- > Arkflow
- > ASC
- > Ascen Link
- > ASiS Technologies
- > Avaya Communications
- > Altiris Inc
- > Barracuda Networks
- > Bloxx
- > Brand Rex
- > BT - Syntegra
- > Cisco
- > CTI
- > Crestron
- > Entelec
- > FingerTec
- > Fortinet
- > Foundry Networks
- > HP / Compaq
- > HP ProCurve
- > HeiTech Padu
- > IBM
- > Infraplus
- > Legrand
- > Message Labs
- > Microsoft
- > Mitel
- > Network Engines
- > Nortel
- > Ortronics
- > Packeteer
- > Panduite
- > PGP
- > RSA
- > Stonesoft
- > Symantec
- > Systemline
- > Systimax from CommScope
- > Tipping Point

High Availability, Disaster Recovery, Business Continuity and Data Centre

Modern organizations struggle to come to grips with disparate systems. High availability solutions and Server Consolidation are a part of the IT re-engineering process that helps IT managers resolve their problems and achieve committed Service Levels and Quality of Service. Seven Seas serves customers across industry verticals with High Availability solutions. With proven expertise in SANs, Clusters, Mainframes, Disaster Recovery, Business Continuity and Backup implementations, Seven Seas represents vendors such as HP, IBM, Veritas, CA and Microsoft in implementing high-end solutions. Seven Seas' qualified engineering services department has successfully accomplished several implementations in the region.

- Server consolidation with Blades & Cluster Servers
- Network Security consolidation using a layered approach with Cluster configurations, Load Balancing & Fault Tolerant mechanisms
- Database and Storage consolidation with Virtualization using Storage Area Networks (SAN) and Network Access Storage (NAS) technologies
- Application consolidation with centralized computing and Client/Server architecture
- Disaster Recovery & Business Continuity using Replication, Backup & Archival and Information Life-cycle Management (ILM) technologies

Data Networking Partners & Products

As the networked world continues to shape and impact every aspect of life, there has been a greater urgency for a global standard of excellence for those in the Information Technology profession to design, implement and maintain the networked world. That has been the mission of Seven Seas from its inception in 1983.

In today's ultra-competitive market-place, success of businesses often depends on the connectivity of the corporate network and the continuous ability of end users within the organization to work online. Meeting growth requirements and budget constraints at the same time can be a daunting task. Getting the most out of network equipment purchases often means packing the most practical features into the most cost-effective package or platform - which is where Seven Seas excels.

Information systems are often the critical assets that support the mission of an organization. Designing, implementing and maintaining them can be as critical as other organizational resources such as money, tangible assets and employees. A network is an integrated, communicating aggregation of computers and peripherals linked through communications facilities; that is, basically, two or more computers that share resources and data, linked by cabling, telephony or wireless equipment.

Data network provides communication background to all other network services. Data Network structures today include LAN, WAN, the Internet, intranets, extranets and value added networks demands on correct network design, increase with increasing demand for safety, access management, and adding new services like IP Telephony and Video-Conferencing. When designing a network, Seven Seas takes into account the structure of the organization and the company processes, and approaches individual components, so that together they provide maximum service availability at optimal operation cost with adequate security level.

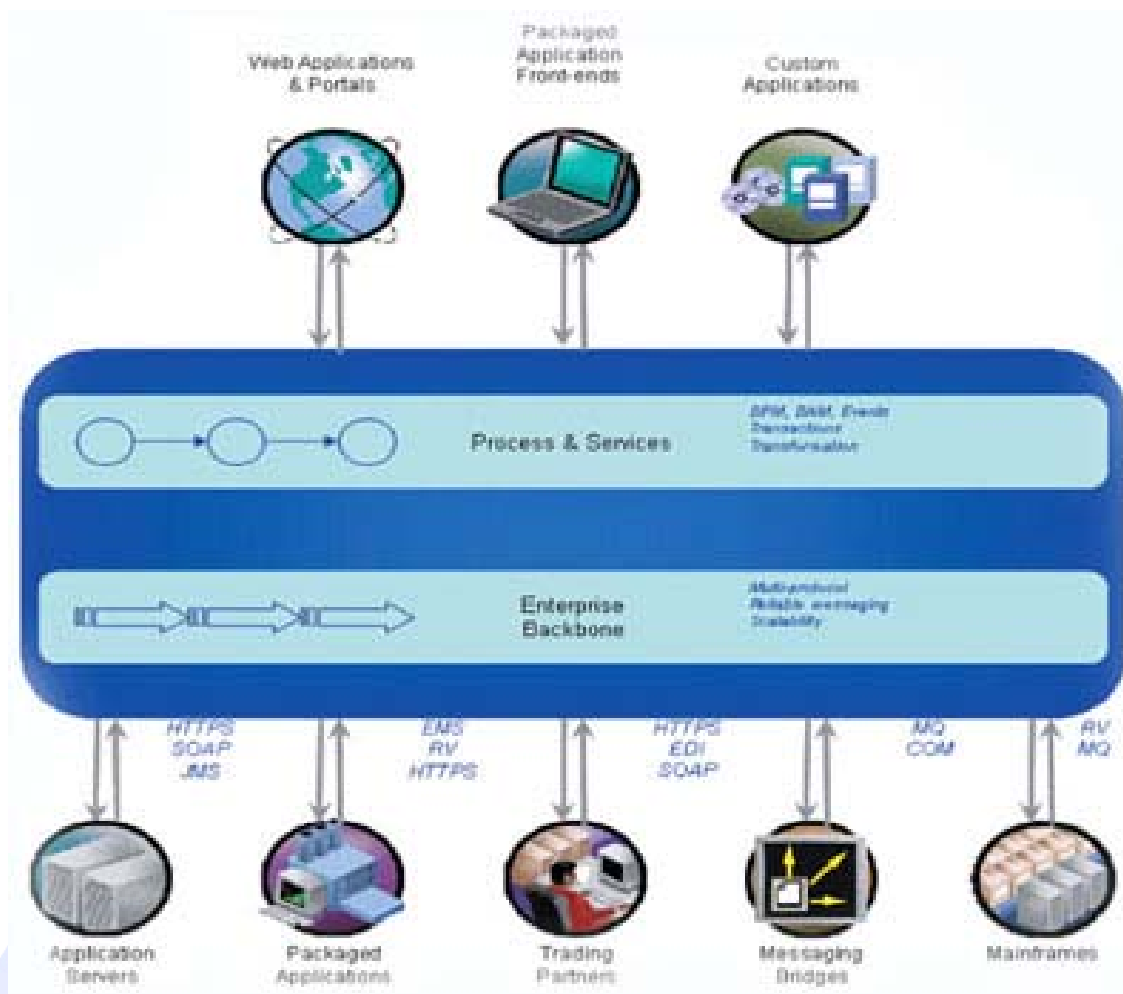
The expansive range of services helps us define, design and deliver on our promise. Seven Seas is focused on developing innovative solutions that better serve your business needs. Our teams are committed to helping you derive better value for your telecommunication spends. The focus on design innovation - constant endeavor to create new solutions and services based on customer feedback and understanding - has given us the edge. And it is this very commitment that helps us build exclusive relationships with the large corporate, Hospitality Chains as well as the powerful SME sector.

A Strategic Partner for your Business

Our approach enables you to shift Data Networking effort to us so that you can focus on your business goals. Delivering effective and secure mobility solutions requires leadership in a wide variety of technologies: IP networking, wireless LANs, unified communications and, of course, the security capabilities to ensure control and compliance for any application across any network. The management approach of Seven Seas reflects well-defined roles and responsibilities, which delivers maximum efficiency while ensuring that all critical functions are fully covered.

End-to-End Solution

Seven Seas provides end-to-end enterprise network solutions with the most comprehensive line of networking products available in the industry. We partner with market leaders like Cisco, HP Procurve and Nortel for meeting our customers' needs.



Data networks (LAN/WAN)

Network design and projects based on the latest information solutions of leading world network technology producers are applied in the designs in order to plan a sufficiently massive communication infrastructure solution. The design applies certain fundamental requirements:

Flexibility - Easy accommodation of infrastructure to company development without necessary significant intervention in remaining network areas.

Modularity - Logical network separation to compact blocks aimed to ensure transparency, effectiveness, maintainability and safety.

Scaling - Easy capacity expansion without unnecessary cost and network interventions.

Transparency - Network must be "self-explaining"; task identification as well as operation of any network location must be easy.

A correctly designed network has optimized data flow, and it simplifies software distribution, allows the administrator to secure connection of remote and wireless users, allows easy control over operation, and significantly simplifies access management and overall application of the company's security strategy.

World Leaders in Data Networking

Seven Seas allies with some of the world leaders in the industry to meet your Networking requirements. Our partners are:

Cisco:

As one of the leading Cisco resellers, Seven Seas provides network-related solutions encompassing design, supply, installation and maintenance of computer network equipment. From the branch office on the WAN to the Campus Backbone on the LAN, Cisco products are the leading choice of enterprises. By providing a consistent level of product knowledge and technical expertise, Seven Seas serves organisations with effective network development using Cisco networking solutions, including Hardware and Network management software.

Seven Seas enjoying a **partnership level of CISCO SMB select partner, CISCO Registered Partner, CISCO IPT** specialized Partner brings out the entire range of CISCO products brings out the entire range of CISCO products except storage and enterprise call centre.

To figure out the customers' needs and meet their requirements, Seven Seas has Cisco **specialized consultants and engineers with CCNA, CCNP, CCDA, CQS, IPTX, CCSP, CCIE, Cisco Firewall Specialist, Cisco Information Security Specialist, Cisco IPN Specialist, Cisco VPN Specialist, Cisco Lifecycle Service Express, CSE.**

A few of our valued customers that enjoy our services includes **Adoc Japan, Bakerbotts, National Bank of Umm-Al-Quwain, Tanscore (SALIK), RAK Airways, Dubai Investment Group, Arup Engineering, Cleveland Bridge, Shangri La Hotel Abu Dhabi, Kempinski Hotel in Djibouti and Al Nabooda Auto.**

Foundry Networks

As a Foundry Networks reseller, Seven Seas offers the design, installation and maintenance of Foundry Networks' products in the United Arab Emirates (UAE) and in 22 countries in the Middle East and Asia.

Foundry Networks specializes in Gigabit Ethernet and 10-Gigabit Ethernet switches for the Enterprise and Service Providers who require support for transferring large amounts of information at the fastest possible speed. The relationship with Foundry Networks allows Seven Seas to offer our clients high performance Layer 2 and Layer 3 networks through scalable, wire-speed, multi-protocol switching and routing, Layer 4-7 switching functionality (including Local and Global Server Load-Balancing, Firewall Load Balancing and Transparent Cache Switching) and intelligent Voice over IP (VoIP)/Wireless-enabled infrastructures supported by Standards-based Power over Ethernet (PoE) switching hardware - all throughout the Middle East.

With Seven Seas and Foundry Networks, customers can build highly available E-commerce Web infrastructures as well as high performance enterprise and Internet Service Provider networks.

Hp ProCurve

ProCurve's adaptive networks vision is a natural outgrowth of the company's position as the number two worldwide networking company, built in a span of 25 years in the industry. HP's adaptive networks deliver high-performance, no-compromise functionality at affordable prices.

As Elite Partners to Hp, Seven Seas is equipped with the highest level of expertise, certification and infrastructure to deliver 24x7 network lifecycle and post-sales services in large enterprise-wide engagements.

Seven Seas is focused on breadth and depth of solutions, technical competency, services and has a strong post-sales support capability in our business model.

We derive through Hp a large share of revenue from lifecycle services and we are equipped to meet the most challenging customer networking solutions needs, by designing and supporting complex networking and application environments.

A few of our valued customers that enjoy our services includes **Al Habtoor Corporate Office, 4 Points by Sheraton SZR, Hilton JBR Extension, Ajman Kempinski, Ramada JBR.**

Structured Cabling Partners & Products

A structured cabling system provides a platform upon which an overall information system strategy is built. Seven Seas designs and builds flexible cabling infrastructures - structured cabling systems that support multiple voice, data, video and multimedia systems regardless of their manufacturer. We are a "one-stop shop" for all your organization network infrastructure needs. We will help you evaluate, design and install the optimum integrated system for your company.

New applications such as videoconferencing, Voice over IP (VoIP) and IP-enabled Intelligent Building Management Systems (IBMS) place ever-increasing demands on the bandwidth of structured cabling solutions. Copper-based technologies - which have been predicted as being at the threshold of obsolescence - have met the bandwidth challenge time and again. They support Gigabit Ethernet and even 10 Gigabit Ethernet standards as of today. Without doubt, copper technologies remain as essential a component in structured cabling solutions as fiber technologies.

Seven Seas offers the complete range of structured cabling solutions, designed to meet technical requirements and budgetary constraints of clients. Seven Seas works with clients, right from initial consultancy and design to installation and maintenance of complex data and voice networks.

Our customers include commercial campuses and data centers, as well as a wide variety of industries such as healthcare, law firms, government contractors, non-profits, universities, and federal, state and local governments.

Seven Seas' cabling expertise covers:

1 - Design

Seven Seas has the resources to work with you in the early planning stages of a project to help guide you in important decisions that have great impact on the project's success: telecommunications room sizes, locations and quantities...pathways and cable route...industry standards and codes...current and future applications. We have high performance CAD workstations and state-of-the-art digital scanning and plotting equipment to produce detailed, high-quality drawings to ensure that your installation meets your expectations.

2 - Implementation

Seven Seas will provide an installation crew to perform: cable placement, termination, splicing and testing services for various types of voice and data cabling.

Our technicians and installers use state-of-the-art installation practices, test equipment and field-proven procedures to ensure the highest-quality installation possible. All installations are fully tested and documented to industry standards such as EIA/TIA, BICSI and NEC. Our depth of experience with technology and project management allows us to provide the highest levels of service and quality at extremely competitive rates.

3 - Documentation and Test Equipment

All projects are carefully tested to ensure that the system is functional and meets predetermined project specifications. At each point of termination, all cable segments are identified and recorded. Seven Seas uses the latest testing equipment and procedures to verify that each installation meets the ANSI/TIA/EIA and IEEE industry standards. Our array of specialized tools and testing equipment includes Fluke Networks DTX and DSP Series Level III Testers for copper and fiber category compliance testing. To support expansion, reconfiguration and moves, adds or changes, a complete set of "As Built Drawings" and a comprehensive labeling scheme are provided. In addition, complete and appropriate information regarding warranties is delivered.

All Seven Seas personnel receive mandatory ongoing education through classes and seminars, in order to keep pace with our rapidly changing environment. Certifications from major manufacturers enable Seven Seas to provide cable plant installations warranted for up to 25 years! Not only are parts and labor covered, but the manufacturers warrant the ability of our installation to support your applications, as well!

World Leaders in Structured Cabling

Seven Seas allies with some of the world leaders in the industry to meet your Structured Cabling. Our partners are:

Systimax

Systimax from CommScope - CommScope is a world leader in the design and manufacture of high performance, high bandwidth cables for telecommunications applications. SYSTIMAX Solutions complements CommScope's product line and is the industry-leading cabling solution - worldwide. SYSTIMAX Solutions is an ideal single cabling solution for a network that integrates voice, video, data and even building controls on one network.

Seven Seas being the Business Partner of Systimax, brings into GCC, the entire product range of Systimax that varies from the copper based Giga speed x10D and Giga speed XL solutions, the fiber optic laser speed and tetra solutions and the intelligent patching ipatch system.

To understand the customer requirements, suggest the necessary changes to the present networks and to design the cabling infrastructure Seven Seas has Systimax specialized consultants. The Seven Seas structured cabling team also possesses a strong installation team that supports the customers at site.

Our customers include Noor Islamic Bank, Weatherford MEA region office, Dubai Internet City/Dubai Media City, Dubai Development and investment Authority, Crowne Plaza Hotel and many more.

Panduit

Panduit has partnered with Seven Seas on a number of high value projects. PANDUIT is a global manufacturer that offers the most comprehensive cabling & network infrastructure solutions in the world, designed to deliver fast ROI via maximum performance and reliability at lowest installed cost.

Established in 1955 in Chicago, USA and with its EMEA HQ in London, PANDUIT serves the entire globe via distribution networks, PANDUIT owned warehouses and over 3,000,000 sqft of in-house manufacturing facilities, ensuring the highest levels of customer service and product availability.

PANDUIT's commitment to providing the highest quality integrated network solutions is reflected in our continuous investment in R&D, industry leading System Warranties and highest levels of support for our channels right through from System Designer, to Installer, to End User.

The Panduit Network Connectivity Group is the World Leader in network connectivity solutions; offering complete systems to terminate, route, manage and identify network infrastructure.

Ortronics

Ortronics® leads the global data communications networking industry in the development and design of the most advanced, highest performing, structured cabling systems and solutions that support today's multimedia networks, applications and emerging technologies. They offer the most extensive range of enhanced copper and fibre optic connectivity systems and solutions. Meeting today's technology requirements, Ortronics is pleased to offer the most advanced in design Structured Cabling products: Clarity® Category 6 and Category 5e, OptiMo™ Fibre products up to 10G Ethernet, iTRACS-Ready™ System and the new MightyMo® Cable Management Racks and Cabinets designed for Category 6 cabling solutions.

Seven seas the system integrators of Ortronics helps in designing and building flexible cabling infrastructures that support multiple voice, data, video and multimedia systems regardless of their manufacturer. In doing so Seven seas brings into the region Structured cabling products in clarity Category 6 and category 5e, OptiMo™ Fibre products up to 10G Ethernet, Itracs-Ready™ System, MightyMo Cable Management Racks and cabinets designed for category 6 cabling solutions.

To ensure customers satisfaction Seven Seas works with clients, right from initial consultancy and design to installation and maintenance of complex data and voice networks which is possible through the certified and trained consultants and engineers.

A few of our reference sites that need to be mentioned are Dubai Mercantile Exchange, Movenpick Laguna, Whitby and Bird.

Brandrex

Brand-Rex Limited was established in the UK in 1972; however, the company's roots stretch back to 1942 in the United States when the original Brand Corp and Rex Corp cable

companies merged to support an increased demand for aircraft cabling. Since that time, the company has gained both experience and credibility, which has ensured its reputation as one of the most respected and trusted voices in the market today - a position that has been achieved through an innovation led design philosophy that challenges conventional constraints to deliver the highest performance network solutions available.

Brand-Rex data communications business offers both copper and fiber optic cabling solutions that deliver the most advanced business IT applications using high speed Ethernet connectivity from the data centre to the IT room and right down to the user application at the desk.

Seven Seas the Business partner of Brandrex helps to keep in phase with the ever more increasing demand of technology. As the world changes and the demand for information increases Seven seas helps its customers to bridge the gap by supporting with infrastructure that is capable enough to bear the load foreseeing the future technology rise. To do so Seven Seas brings into the infrastructure world the copper based 10Gplus, Cat6plus, GigaPlus and FibrePlus components along with Brandrex trained and skilled engineers capable of solving any high levels of problems.

Our customers that have enjoyed and benefited from our services include Golden Sand Towers, Ajman Kempinski and Bank Sedarat Iran.

Infraplus

Infraplus is a world specialist in Voice, Data and Image (VDI) cabling solutions - a position that has been achieved by providing innovative solutions that differentiate the products technically and functionally. Part of the Schneider Electric group, Infraplus is available in more than 180 countries. Infraplus has been designing and manufacturing the Integrated Building Cabling System for more than 20 years. The wide range of copper and fibre solutions has been designed to anticipate the growth needs of different IT environments, from small to large size companies. All Infraplus components have been verified by independent laboratories; they provide the ultimate performance for future infrastructure requirements.

Each and every Network infrastructure is comprised of a number of separate components, varying from outlets, panels, cabling interfaces, etc which together, form the system. Infraplus designs and manufacturers all of these components, making it compatible to various other manufactured multimedia devices.

Seven seas being appointed as the Business partner works closely with Infraplus VDI solutions to provide flexible cabling infrastructures - a structured cabling systems that support multiple voice, data, video and multimedia systems regardless of their manufacturer and foreseeing the future generation technology. To do so Seven Seas brings into the region the complete range of Infraplus fiber and copper products.

To achieve these Seven Seas has skilled, trained and certified consultants and engineers in-house to work with the customer from the designing stage till implementation and installation reaches completion. Discovery Gardens and Al Razi complex have truly enjoyed the same.

Legrand

Using a sophisticated PLC topology, all lights and circuits can be programmed for discreet mood settings or a variety of mix/match pre-sets easily configurable by the user. Controls could be either recessed or soft-touch switch modules with a variety of models, colors, face plates and finishes. In addition to wall panels, the user also has the options of using the IR/RF remote controller.

Description: The proposed In One by Legrand System uses the Power Line Carrier (PLC) Infrared (IR) or the Radio Frequency (RF) technology. PLC is the exchange of signal between the products via the power line that is currently delivering electricity to the lamps or curtain motors. PLC uses the conventional power line to send and receive signals and data through standard power sockets and switches without the need of low voltage communication bus system between the intelligent switches.

The signals are transmitted on a single phase Neutral.

In addition to this, switches from most of the PLC range have an inbuilt IR receiver. RF products are wireless and they use radio frequency as the medium for communication. The switches use existing cables for controlling the loads (lighting or curtains) and do not require re-cabling. They are very versatile for renovation work. Once mounted, the PLC and RF products have the same hardware appearance, share the same programming sequences and integrate with each other seamlessly.

Switches have the following characteristics: Thermal Regulation, Overload Protection, Short Circuit Protection, 2-Way Dimming, Zero-noise dimming and Load detection.

The Legrand VDI system can be used to create a complete wiring system, guaranteed for 20 years, that integrates perfectly in the various Legrand solutions. (DLP, wiring accessories, industrial combined units, etc.) The faceplates are available for any type of finish ranging from the standard white plastic to the luxurious brushed gold. The LCS mixed patch panels allow the use of copper, fiber, POE, and transceivers in the same support, providing perfect flexibility for installations.

All copper products meet and exceed international standards, and are third party tested by an independent laboratory. Legrand also proposes a unique Wi-Fi access point that integrates into the standard faceplate for an aesthetic and cost saving solution.

Through copper, fiber, Wi-Fi and cable management, the Legrand VDI solution is a unique end to end system providing easy to install products, with an affordable quality, and unique design for added flexibility and integration.

Our customers that have enjoyed and benefited from our services include Dubai Mercantile Exchange, Discovery Gardens, Weatherford Regional Office, Noor Islamic Bank, Dubai Health Care City and many more

World Leaders in Voice Solutions

Seven Seas enjoys a unique position in the UAE market-place because of its offering of a choice of Voice solutions to its customers. This is achieved by partnering with many of the leading principals such as Avaya Communications, Mitel Networks, Cisco, Nortel and British Telecom (BT). This allows us to closely match the customers' requirements with the most appropriate solution. How is this unique? Virtually all other voice solution providers in the UAE market offer single vendor choice, and a single vendor solution is offered for each and every requirement.

Seven Seas approach provides customers with choice; we have to invest heavily in training and certification for our design and support engineers to be able to support this multi-vendor approach. As a result of this investment in training and support of a variety of systems, our engineers are exposed to a multitude of system faults, and the broad skill base allows them to tackle and fix problems with a high degree of confidence and uniquely positions them to be able to cope with the more unusual faults.

Customers enjoy the ability to review multi-vendor proposals from a single voice partner.

Over the last year, the company has implemented voice solutions at several prestigious sites:

- Salik Call Center - the new Dubai road toll system
- Afghan Wireless Call Center - the largest mobile operator
- Emirates Bank
- First Gulf Bank
- Price Waterhouse Coopers
- Jotun Paints

Mitel Networks

Mitel Networks, a leading provider of unified IP communications solutions and applications for business customers. Mitel has its headquarters in Ottawa, Canada, with offices, partners and resellers in more than 70 countries worldwide.

With a focus on the optimal user experience, Mitel delivers advanced secure IP communications solutions that enable immediate access to people and information, resulting in improved productivity and faster decision-making. Since the inception of Mitel Networks regional operation in Dubai, United Arab Emirates, Mitel has teamed with Seven Seas, a premier ISO 9001:2000 certified, end-to-end ICT solutions provider Seven Seas being a Mitel

Gold solutions partner for more than 5 years, unveils for their customers the entire range of Mitel products and applications.

Seven Seas approach the market with industry trained Mitel certified presales consultant to ensure that the customer's requirements are fully understood. After gathering the required information, the Mitel certified engineers' hits the market with the required up to date solution.

Seven Seas' wide area of expertise includes solutions and professional services in data networking, enterprise-wide IT integration, business software, voice applications, information assurance, outsourcing, corporate procurement, professional services and consulting. The joint strength of Mitel's VoIP propositions and Seven Seas' deployment expertise has produced many satisfied VoIP customers across the UAE.

Mitel Networks is very excited about the IP market opportunities, having partners like Seven Seas to drive and accelerate the momentum and demand for IP communications solutions.

ASC TELCOM

ASC - ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

Since its founding in 1964, ASC has been a pioneering company with creative personnel and cutting-edge products. With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

Joining hands with Seven Seas - the premier partner of ASC Telecom, ASC technology brings business intelligence in the entire range of recording solutions for TDM and IP environment. Seven Seas has a full time ASC expert in-house ready to listen to the customer's needs and two engineers fully trained on the ASC products to meet the customers at site.

Global alliances, as well as integration and marketing focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment. ASC's management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 per cent of revenues are re-invested in research and development.

NORTEL

Nortel - Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service providers and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges.

Working together with its customers in 150 countries, Nortel is improving the human experience by fundamentally changing how the world works and how people communicate, creating unique capabilities for business, education, entertainment and security through reliable data and voice technologies.

Whether supporting billions of transactions by a financial institution, providing vital information services for healthcare or helping education heighten learning experiences through the most advanced technologies, Nortel solutions are at work wherever reliable data and voice communications are most critical.

Seven seas have succeeded in adding one more to its telecommunication portfolio by being appointed as the Nortel SMB CONVERGED VOICE RESELLER. By doing so Seven Seas ensures that the requirements of their customers' moving to Dubai with Head quarters based in Europe and USA ; can be met by providing them with the same system which they had deployed at their Headquarters and Home territories. Seven Seas also sees that their customers feel at home by guarantying that trained in-house Nortel engineers has the ability to supply and support Nortel voice systems. Seven Seas brings out the entire range of Nortel SMB CONVERGED VOICE RESELLER solutions with the help of the trained Nortel expert consultants in-house.

British Telecom

BT - Syntegra - British Telecom is the fourth largest Telecommunications Company in the world and employs 125,000 people in 85 different countries. The activities of British Telecom are becoming more diverse with the increase of data transmission and development of new technologies. The Trading Systems Division within the Global Consulting Group has been in the forefront of this change and diversification. Essentially, The Trading Systems Division develops communications products and bespoke solutions for companies and business communities.

BT's **ITS Trading Platform** has become synonymous with reliability, performance and robustness in trading rooms throughout the world. Today, IT has more than 60,000 users at over 1,400 sites across 51 countries, making it the standard for most financial institutions. For many customers, BT provides complete service for **Managed Trading Systems**, leaving firms free to focus on their core business.

Seven Seas is appointed the premium channel partner for UAE of the Integrated Trading System (ITS) with packaged application that specializes in telephone system for the Finance Sector, Treasury Dealing/Trading Rooms, and Command and Control configuration for military, civil aviation and airline operations. Seven Seas designs and implements these mission-critical systems, in addition to providing service coverage on a 7×24×365 basis.

Avaya Communications

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than one million businesses worldwide, including over 90 per cent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centres and Communications-Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large.

To assist businesses in leveraging network investments for their voice and data infrastructures and applications, Seven Seas has joined forces with Avaya Communications to offer cutting-edge products and solutions that optimise a company's resources and bring value to the customers.

As a Silver business partner, Seven Seas brings to the region a host of Avaya products and solutions for end-to-end voice and networking requirements.

Cisco

As one of the leading Cisco resellers, Seven Seas provides network-related solutions encompassing design, supply, installation and maintenance of computer network equipment. From the branch office on the WAN to the Campus Backbone on the LAN, Cisco products are the leading choice of enterprises. By providing a consistent level of product knowledge and technical expertise, Seven Seas serves organisations with effective network development using Cisco networking solutions, including Hardware and Network management software.

Contact Centre

We offer Contact Centre Solutions designed to deliver the advanced functionalities required by today's multimedia contact centers. Our portfolio includes Interactive Voice Response Systems, Text To Speech & Speech Recognition, Unified Messaging, CTI & Desk Top Applications, Dialers, Voice Recording & Monitoring, Customer Interaction Management including Email/Web/Campaigns/Knowledge Base, and Professional Services - Consulting & Project Management.

Information & Physical Security

Information Security



Information Security is the most dynamic and sophisticated area of technology where innovations take place often - more often than in any other ICT area. Though it's a fact that enterprises relying on a solid IT infrastructure grow at a much faster pace than their competitors, it is also true that the number of such enterprises hit by a security breach is also increasing. Industry's much-discussed 'Layered Architecture' is the key here. Having the latest product and technology alone would not help here unless a proper risk assessment and management is devised well in advance. Seven Seas Security solutions take a view from this aspect of security and provide a comprehensive information asset evaluation, consulting and secure IT infrastructure solution.

Secure Infrastructure Building Block



Seven Seas has partnered with the major key security vendors to deliver a secure and solid infrastructure for enterprises to seamlessly rely on. A few of the vital aspects of these

partnerships are high availability, reporting and auditing facility, secure design and industry recognition. Seven Seas has also got a strong team to address specialised security consulting and service needs (Vulnerability Assessment and Penetration Testing, Server Hardening, L2 Security Hardening etc.).

Seven Seas allies with some of the world leaders in the industry to meet your Information & Physical Security. Our partners are:

Tipping Point

Tipping Point, a division of 3Com, is the leading provider of network-based intrusion prevention systems that deliver in-depth Application Protection, Infrastructure Protection and Performance Protection for corporate enterprises, government agencies, service providers and academic institutions. Our innovative approach offers customers unmatched network-based security with unrivalled economics, ultra-high performance, scalability and reliability.

Seven Seas invests in trainings and certifications and thereby ensures that the engineers who hits the markets are capable enough to resolve any sort of problems that may hinder the security. Seven Seas has 4 Tipping Point trained and certified engineers to understand the customer's requirements and suggest the appropriate resolutions and solutions for their problems.

Our customers include EMKE Group, Abu Dhabi Audit Authority and many more to mention.

Fortinet

Fortinet is the pioneer and leading provider of multi-threat security systems that enable secure business communications and deliver the best security, performance and total cost of ownership available. Fortinet's award-winning security systems and subscription services protect the networks of more than 20,000 customers worldwide - including the largest telecommunications carriers, service providers and enterprises of all sizes.

Seven Seas have been appointed Silver Partner of Fortinet, in recognition of its first class installation and support capabilities. Understanding the in depth need for resolution of network infiltration, Seven Seas provides various **Unified Threat Management Solutions and other associated security products** that detects and eliminates the most damaging threats at an early stage.

We have 2 trained and certified engineers to serve the customers' requirements and support them with the installation and trouble shooting of the threat management solutions. Mazuri Holdings is one of the many customers.

FingerTec

FingerTec Worldwide Sdn. Bhd. believes that security solutions must evolve through technology, and with that confidence, we have succeeded in developing FingerTec®, a new security solution that combines human elements and technology. FingerTec®, our corporate trademark, combines the words 'finger' and 'technology', with the objective to becoming the generic name for fingerprinting solutions in the world's security industry.

Ascen Link

AscenLink is an intelligent WAN load balance managing solution. It congregates different ISP and WAN links of an organisation and provides load balancing and WAN fault tolerance for those links so that Internet connectivity, stability of external connection and reliable transmission quality can be ensured.

PGP

A global security software company, PGP Corporation is the leader in email and data encryption. During the past 10 years, PGP® technology has earned a reputation for innovative, standards-based, trusted solutions. PGP solutions are used by more than 30,000 enterprises, businesses, and governments worldwide, including 95 per cent of the Fortune® 100, 75 per cent of the Fortune® Global 100 and 87 per cent of Germany's DAX Index. Customers depend on PGP solutions as part of a regulatory and audit compliance solution, to protect confidential information, secure customer data, and safeguard companies' brands and reputations.

RSA

RSA is the premier provider of security solutions for business acceleration. As the chosen security partner of more than 90 per cent of the Fortune 500, RSA helps the world's leading organisations succeed by solving their most complex and sensitive security challenges. RSA was formed as the Security Division of EMC in September 2006 following EMC Corporation's acquisitions of RSA Security and Network Intelligence. These market leaders joined forces in recognition that customer needs have changed and that traditional approaches to security are

no longer sufficient. Increasingly, what should be your most important company asset - information - is your greatest liability. RSA is ushering in a new approach to security, one that will enable leading companies worldwide to address these challenges and move ahead with the confidence it takes to compete and win in today's market-place. Fuelling our mission is the passionate belief that security should be about lifting business limitations, not imposing them.

Barracuda

Everyday spammers find new routes to try to get into your email inbox. Most spam consists of unwanted advertising, but some can transmit viruses, ad ware or spy ware on to your computer and cause problems. Of course, it is also extremely annoying to go to your inbox and have to look through a whole list of emails to find one legitimate email.

Seven Seas has looked into this annoying and time consuming factor and is here with an effective Spam Firewall program can solve many of your email problems.

The Barracuda Spam Firewall is an integrated hardware and software solution for complete protection of your email server. It provides a powerful, easy to use and affordable solution to eliminating spam and virus from your organization by providing the following protection:

- Anti-virus
- Anti-spoofing
- Anti-phishing
- Anti-spy ware (Attachments)
- Denial of Service

Seven Seas being the value added reseller of Barracuda networks; helps you take care of you inbox and lock unwanted spam and malicious content out by providing the appropriate Spam Filters. Seven seas also posses Barracuda trained and certified engineers that reach the customers site on call to study the exact situation and provide solutions.

Our Customer Dubai Investment Group strongly advices that they were provided with the solution that they were looking for looking for.

Altiris Inc.

Altiris, Inc. offers a full range of Web-enabled solutions that empower organisations to easily manage desktops, notebooks, handhelds and servers throughout the IT lifecycle. Altiris provides fully integrated, complete systems management solutions for client and mobile, asset and server management. Altiris' vision is to automate, simplify, and reduce the cost and complexity of IT lifecycle management with a rapid return on investment. With the integration of Altiris and HP OpenView, users of HP and Altiris will be able to leverage the strengths of both the offerings to implement a more comprehensive technology.

Bloxx

Bloxx - During the past seven years, Bloxx has developed Internet filtering solutions designed for Business and Public Sector clients. The latest Bloxx range of Internet filtering solutions provides solutions for networks ranging in size, from 50 to 50,000 PCs.

MessageLabs

MessageLabs is the world's leading provider of messaging security and management services to business, with over 14,000 customers. Delivered across a globally distributed platform at the Internet level, our fully managed services ensure the integrity of electronic communications, allowing clients to manage and reduce risk while securing their critical infrastructure and information. With 13 data centers on four continents, MessageLabs processes millions of messages every second and provides clients with reassurance and security at a low, predictable cost.

Stone Soft

StoneSoft Corporation (HEX: SFT1V) is an innovative provider of integrated network security and business continuity solutions. StoneSoft is a global company focused on enterprise level customers requiring advanced network security and always-on business connectivity with low TCO, the best price-to-performance ratio and the highest ROI.

Being appointed as the value added reseller, Seven Seas works with StoneSoft to provide the simplest answer possible for any given problem in network security and business continuity. Foreseeing secure, manageable, reliable and scalable networks ensures secure information flow, Seven seas brings into the region the **entire products of StoneSoft**. Having **trained and certified engineers** seven seas ensures customers are promptly provided appropriate

solutions in **network security and business continuity** with reduce costs and increased productivity.

Network Engines

Organizations seeking to protect users from threats such as spyware and malware now have an integrated Web security solution that delivers rich functionality through an easily managed, integrated appliance. The combined solution safeguards users from malicious threats, secures critical communications and prevents endpoint infection from spyware, worms, Trojan horses, keyloggers and other Web-based threats. It also protects mission-critical Microsoft applications, including Microsoft Exchange with Outlook Web Access (OWA), Internet Information Services (IIS) and SharePoint Portal Services, providing layered protection for an organization's assets and users.

As a value added reseller, Seven Seas brings all products with comprehensive technologies and proven methodologies to manage the complete life cycle of the network applications. With 2 trained engineers. Seven Seas enjoys the capability of providing services and expertise that delivers maximum throughput.

Symantec

Symantec is a global leader in infrastructure software, enabling businesses and consumers to have confidence in a connected world. The company helps customers protect their infrastructure, information and interactions by delivering software and services that address risks to security, availability, compliance and performance. Headquartered in Cupertino, California, Symantec has operations in 40 countries.

Being a platinum partner, Seven Seas focuses on delivering the best solutions to its customers. Skilled with 2 trained and certified engineers Seven Seas provides consumers and enterprises with world-class analysis, updates and protection from viruses, security risks, blended threats, vulnerabilities, ongoing cyber crime and backup solutions. Abu Dhabi Oil Company is one of our customers.

Packeteer

Is the global leader in WAN application optimization, dominating the market with 36 per cent share*. Packeteer delivers the ultimate in application performance and end-user experience through the PacketShaper® family of scalable appliances. An "intelligent overlay" bridging

business frontlines and IP networks, Packeteer solutions provide unmatched monitoring, shaping, compression, acceleration and management of application traffic across all WAN links.

Armed with all the products of Packeteer, Seven Seas ;the value added reseller marches out to its customer, with an answer for their low performance wan applications, slow data transfer, ineffective business performance, and many more. Solutions like intelligent applications and accelerating only the critical WAN applications are a few to mention.

To support the customer and to have them enjoy the maximum return on investment by delivering optimum solutions Seven Seas has 3 Packeteer® trained engineers.

Our customer, University of Sharjah says that they have found an answer to their problem.

Enterprise Partners & Products:

Citrix

Citrix being the only global software company 100% focused on access, Citrix offers continuous improvement in products that, collectively, form the foundation of a complete access platform. Citrix's passion is to simplify information access for everyone. Instead of limiting IT executives and their teams to just modernizing their systems and optimizing business processes, Citrix makes IT a significant part to the business.

Seven seas- the silver partner of Citrix, supports its customers in making IT a substantial part of their business by bringing in the entire range of products under Citrix. Through the certified engineers in-house, Seven Seas ensures that the highly demanded application based business of our valued customers run steep high. Our valued customers include NBAD, Gulfnews, Dubai Petroleum Company, Al Ansari Exchange, and Vella.

Microsoft

As Microsoft's FIRST Gold Certified Partner in the UAE, Seven Seas provides the complete range of Microsoft server and software products. We have also been honored with the Award for **Best Infrastructure Solution Partner of the Year - Microsoft Fusion 2001 Award.**

Our consultants are regularly trained (Microsoft Sales & Licensing Specialist) to provide expertise when analyzing your purchase. They are also able to directly co-operate with a number of software producers; therefore, they can help you to choose the best purchase option. Seven Seas implementation partner for Information Worker Solutions is Kalsoft Pvt. Ltd. Kalsoft is also a **Gold certified Microsoft partner** and the leading IT Company of Pakistan.

Our customers include Dubai Municipality, Standard Chartered Bank, Dubai Duty Free, Dubai World, Abu Dhabi Audit Authority, Department of civil aviation and many more.

HP/Compag

HP is committed to providing customers with inventive, high quality products and services that are environmentally sound and to conduct the operations in an environmentally responsible manner.

Seven Seas' with a partnership level of preferred business partner with Hewlett Packard aims to provide solutions designed around the best products and at the most competitive prices, using platforms that are renowned for their compatibility and quality. Seven Seas distributes a wide range of HP products like notebooks and desktops, Intel-based servers, Netelligent products (networking) and the HP OpenView suite of software.

Emaar, Transcore, Dubai investment Group, Abu Dhabi terminal, Jumeriah International, DP World, TECOM-Dxb Holdings are few of our customers.

IBM

IBM's solution portfolio includes a wide variety of software and storage. It features optimization of IT resources by reducing infrastructure cost. IBM enables business flexibility and provides business alignment, visibility and control.

Seven Seas is a Tier 1 partner for IBM Solutions in the region. Seven Seas brings to the region the entire X series and Storage which includes IBM Server, Workstation and Desktop ranges and a variety of IBM Storage products.

Few of our reference sites include Nissan Middle East, KPMG, Al Tayer, AB Capital, Dubai Municipality and Dutco.

HP-IPG

Seven Seas enjoys a broad base of experience gained from many successful medium to large scale Printing solution installation for some high profile organizations in the U.A.E in the past one year. Seven Seas is a IPSS (Imaging and Printing Services, Solution Program) partner for HP IPG which provides us technical and advisory help from HP to do the evaluation at customer sites.

Seven Seas as a imaging and printing systems provider for printer hardware, printing supplies and scanning devices, provides solutions across customer segments from individual consumers to small and medium businesses to large enterprises.

Our valued customers include Dubai Investment Group, United National Bank, ADNOC, National Bank of Dubai.

Lenovo

Lenovo - A world leader in technology is an innovative, international technology company formed as a result of the acquisition by the Lenovo Group of the IBM personal computing division.

Seven seas is a prominent Tier 1 Business Partner with Lenovo in the UAE, In line with the entire range of products of quality brands to offer our clients, with options to choose from based on their requirements. A strong partnership with Lenovo has resulted Seven seas working hand in hand to offer an extensive range of Lenovo products such as Desktops, notebooks to our valued customers.

Our valued customers include Etihad Airways, Emirates Bank International Limited, Tameer, Dodsai, Emarat, Sharjah Islamic Bank, Dubai Islamic Bank.

Smart Home and Intelligent Office

Seven Seas has invested heavily in the arena of IBMS and Smart home technology, and are involved not only in Smart home but also Intelligent Buildings and Intelligent Development through its IBMS solutions which have been sold to EMKE and Dubai Festival City. The IBMS solution links and manages the technologies deployed in both commercial and residential buildings and offers a seamless Facilities Management tool.

In addition, Seven Seas has constructed its own one bedroom apartment where all our Smart homes solutions are deployed to enable Developers to actually view what is on offer and visualize the options available.

Smart homes solutions fall under the control of our Infrastructure Division which is purely focused on providing and supporting solutions for the Real Estate and Developers' marketplace. The team consists of 48 people who control the opportunities from end to end - for design, implementation, warranty and ongoing customer support.

Product and suppliers partnerships:

Highly Intelligent Lighting Control System - IR/RF/IP



Using a sophisticated PLC topology, all lights and circuits can be programmed for discreet mood settings or a variety of mix/match pre-sets easily configurable by the user. Controls could be either recessed or soft-touch switch modules with a variety of models, colours, face plates and finishes. In addition to wall panels, the user also has the options of using the IR/RF remote controller.

Description: The proposed In One by Legrand System uses the Power Line Carrier (PLC) Infrared (IR) or the Radio Frequency (RF) technology. PLC is the exchange of signal between the products via the power line that is currently delivering electricity to the lamps or curtain motors. PLC uses the conventional power line to send and receive signals and data through standard power sockets and switches without the need of low voltage communication bus system between the intelligent switches.

The signals are transmitted on a single phase Neutral. In addition to this, switches from most of the PLC range have an inbuilt IR receiver. RF products are wireless and they use radio frequency as the medium for communication. The switches use existing cables for controlling the loads (lighting or curtains) and do not require re-cabling. They are very versatile for renovation work. Once mounted, the PLC and RF products have the same hardware appearance, share the same programming sequences and integrate with each other seamlessly.

Switches have the following characteristics: Thermal Regulation, Overload Protection, Short Circuit Protection, 2-Way Dimming, Zero-noise dimming and Load detection.

Multi-functional CCTV & Surveillance DVR



The Asis Home Gateway provides a complete video CCTV surveillance and DVR solution:

- Support for 4-16 analogue cameras with PTZ functions
- Digital video recording with date and time stamp
- Pre-event recordings
- Recording on time schedule, on user request, on continuous recording, or on event from alarms
- Integrated access control for doors and windows, and outdoor perimeter security
- Secure live video feed via the Internet browser
- Stored and archived files can be viewed on request

Other benefits and features that can be integrated, depending on the exact requirement and end-user benefits:

Monitoring and Control of the following:

- Air Conditioning
- External & Internal Lighting Circuits
- Motion Detection
- Water, Electric & Gas Meters
- Energy Management
- Smoke & Gas Sensors
- Irrigation/Fountains - Complete Water Management
- Swimming Pool: Temperature, Water Level, Pumps Start/Stop
- Parking & Garage Management

Any Time-AnyWhere Operation

The system provides the following capabilities for remote operation:

- Notification of alarms/events via SMS/email
- Monitor and control home automation, and security and surveillance system via the Internet

Contracted sites:

- **Jumeirah Golf Estate - 15million - 400 Villas**

The project brief was to provide Lighting Controls, Access Control via Mifare readers, CCTV and intrusion detection for 400 Villas.

Retrofit solutions:

- All the IOBL switches can be installed the same way as conventional switches on a normal 3"×3" or a 6"×3" black box. The IOBL switches have an inbuilt PLC modem which uses the conventional power line to send and receive signals and data without a low voltage communication bus system between the intelligent switches. This completely eliminates the need for low voltage communication wiring between the intelligent switches as in a conventional bus system. Retrofitting these to existing facilities requires no specialized application and can be carried out in much the same manner as conventional switches.

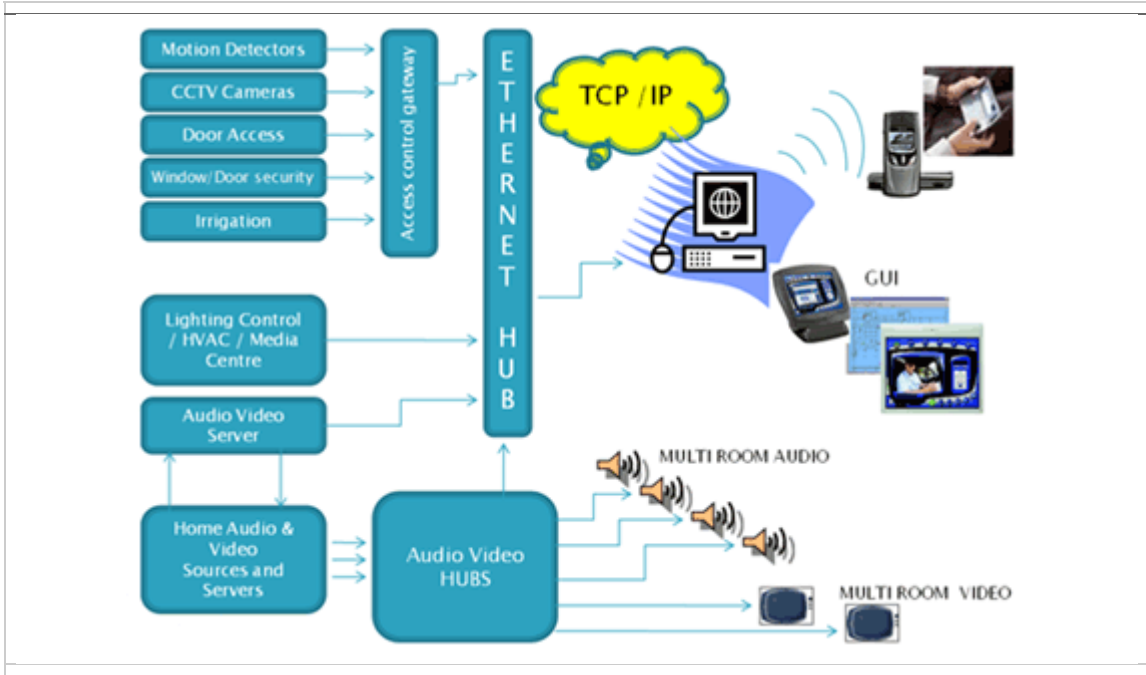
Summary:

Integrated Wireless Capability

The system brings together the benefits of three wireless technologies plus power line carrier (PLC), infra red (IR) control and radio frequency (RF) control. Thus, costly wiring can be avoided. Moreover, it is easy to change device locations.

Easy-to-Use One-Touch Control

All Smart Home functions can be controlled via an LCD touch pad. An intuitive GUI enables simple one-touch control. Scene-based control that incorporates complex control strategies can be easily implemented. The system supports a variety of end-user devices including Web pads and PDAs.



Audio Visual, Home Theatre & Hi Fi Systems

Audio Visual systems are another growth area in Hospitality, Entertainment, Corporate and Government sectors due to the need for in-room entertainment systems, conference facilities for screens and projection facilities, background music and intelligent lighting. Seven Seas partners with SPL (www.splis.com), a company that is among the top three A/V systems integrators in North America. By combining our expertise with SPL's vast knowledge on design and project management, we place ourselves in a unique position to undertake complex ICT/AV integration projects in the UAE.

Hi-Fidelity Distributed Audio & Video System



The solution is the non-obtrusive, discreet system - literally built into the fabric of your home!

Multi-room entertainment encompasses TV/video, audio distribution and the sharing of information, represented by a built-in system within the home. Enjoy the freedom of multimedia or entertainment in any room!

In-ceiling speakers justify their place in the home by being discreet but effective. Localised wall panels or remote controllers are provided for further easy access, if required. Complete system connections are prepared by pre-installed CAT5 cabling, including 5.1 surround capability and iPod docking stations for personal preferences.

iMerge M5000

iMERGE

is a server-based solution, which allows storage of DVDs and Music - all on one centrally located, 3 TB Hard Drive with RAID 5 redundant media protection; automatic movie titling from online database; High Quality video performance from DVI, with up to 1080 resolution; and video browsing by cover art, title, main actor, genre, classification and year of release. Integrated with the AV system, it provides numerous high qualities Video and Audio feed from both local as well as central servers. It is user defined and has editable genres. Online software upgrades, DVD playback from built-in optical drive, parental control of selected

movie classifications, search by keyword and comprehensive remote diagnostics are some of the other features.

Home Theatre & Hi Fi Systems

Music and Theatre Systems are standard features of a luxury home. Unlike typical Hi End Audio/Video stores which promote the brands they represent, our approach is to address music and cinema tastes, and then identify the brands that meet the discerning selection criteria. Amplifiers, preamplifiers and speakers are not the same, and their sonic signatures do make a difference. We assimilate the system with functional automation, and our services include A/V room design, system selection and commissioning.

IV. Services

Seven Seas IT Services consists of six broad areas:

- IT Services
- Contracts (Projects, Contracts)
- Managed Services (Outsourcing)
- HR Placements
- Program/Project Management
- and Consulting & Enterprise Management

These services are based on ITIL best practices and BS20000 standard. Seven Seas is committed to both client and principal to have trained and certified engineers to cater for complex IT environments. The support team comprises more than 140 technical specialists across technology horizontals on Compute, Data Networks/Security, Voice & Telephony, Data Centre, Infrastructure, Structured Cabling and Audio/Video.

IT Infrastructure Services

The Compute, or Wintel, services has been, traditionally, the strength at Seven Seas which collaborates with major hardware and software vendors like HP, IBM, Microsoft, Novell, CITRIX, CAPTARIS etc. Our Wintel services involve installations, implementations and projects based on Operating Systems, Platform Migrations, Value Added Services and Integration of tools on the IT infrastructure along with applications.

Installation Services

Requirements based on customers' existing IT infrastructure or based on their corporate standards generally fall in this category. The standards are discussed and understood on the design, scope of work and deliverables. Implementations are carried out as per the set standards and policies. Testing and user acceptance is jointly done with the customer. Documentation is provided and amended accordingly, subsequent to the sign-off.

Contracts

The Annual Maintenance Contract, Facilities Management and Support Incident Packs are services that ensure smooth functioning of the IT infrastructure at the customer's site. Seven Seas has a large base of customers with a cross-functional mix of products and technologies. Flexible Services Level Agreements catered to their business needs ensures peace of mind.

Managed Services

Managed IT Services is in high demand with many companies growing, relocating or expanding in the region. We provide managed services in the form of Functional Outsourcing, Total Outsourcing, Remote Services and Hosting Services. These services enable the client to focus on growing their business and not worry about the operational aspects of IT support. As for established organizations with mature IT departments, they can avail of these services to keep pace with evolving technologies, solutions and support. Managed Services reduces HR overheads, training costs, retention problems, and administration and certification costs. We design managed services contracts for the proactive maintenance of systems and networks, applying ITIL best practices.

Placement Services

Hiring the right IT resources has been a recent challenge for most organizations. As an end-to-end systems integrator with specific industry domain expertise, Seven Seas is adept at placement services, compared to traditional recruitment consultants. Positions are for middle to senior management ranging from High End Systems, Security, and Data Networking to Enterprise Management, and for Data Centre professionals, IT managers, IT directors, CIOs, CTOs and senior IT consultants.

Project Management and Consulting

A major strength of Seven Seas is in projects and consulting. Projects involve presales, solution design, scope of work, deliverables, vendor management, roles & responsibilities, documentation and project sign-off. Turnkey projects involve implementation of products and technologies across multiple domains. Seven Seas' PMP certified project managers are experts in reaching the milestones by applying proven project methodologies, and defining and detailing project plans in accordance with contractual terms and conditions. Consulting involves preparing RFQs, RFPs or RFIs, measuring performances, and defining IT policies and roles & responsibilities for the IT requirements.

Enterprise Management

As part of Enterprise Management, Seven Seas provides consulting on Service Management & IT Governance based on BS standards, ITIL and CoBit best practices. Seven Seas partners with CA and HP, and has implemented solutions on Monitoring and Managing of Systems and Networks, which is imperative for the efficient working of the IT infrastructure.

V. Reference Projects Wins

Seven Seas Wires Dubai Internet City

Seven Seas Computers were selected by Dubai's Internet City (DIC) Project to provide a Gigabit cabling infrastructure solution to underpin its visionary project to turn the Emirate into a world-ranking e-Business hub. The first two phases of Dubai Internet City, which opened at the beginning of November 2000, deliver a custom-built facility for Internet-based business in the Middle East.

In a 30-day period, Seven Seas Computers laid, terminated and tested 82,000 points of UTP cabling and almost 40,000 points (using LC connectors) of Single Mode and Multi Mode fibre optic cable in the Phase I and Phase II buildings. This prestigious project was completed on time, on budget and accepted by the Customer as a high quality installation. The Cat 6 Solution, comprising 1,900 km of network and LAN cabling, installed within and between the main buildings, delivers zone wiring and fibre to the desk. Dubai Internet City is one of the world's largest single installation of small form factor fibre optic connectors. Both Phases were interconnected using 4 Km of 48 Core Single Mode fibre and 5 Km of 24 Core Multi Mode fibre.

A twenty year Warranty applies to the whole system. The performance assurances cover a wide range of networking Applications that have been fully tested for Cat 6 standards. Dubai Internet City is vital to the country's long term commercial and economic future. It is therefore important that its suppliers have the same long term commitment to the infrastructure that they provide and that they are still around in 20 years to back up their promises. Seven Seas Computers were judged by Dubai Internet City to have the necessary qualities and drive, to be around for the next twenty years.

Seven Seas has a major structured cabling division in Colombo Sri Lanka. In order to execute this project a lot of resources were pulled from here.

Weatherford

This is one of the prestigious sites completed by Seven Seas and is proof of the high service levels and quality that we can achieve. Around 1400 points spread across 6 floors and collapsing in the 4th floor data centre, where the cables were evenly distributed across 8 cabinets, was effectively completed with a neat appearance. The highlight of this project was that it had an intelligent patching system. All the intelligent patch panels, along with the patching scheme were linked to the cable management software & the network administrator sitting on his desk had all cabling details at his finger tips. All patching jobs are scheduled through the software, and any unauthorised patching sends an alert to the administrator. This is one of the very few sites in this region having an intelligent patching system.

Kempinski Djibouti

This is another one of those projects that was a challenge to complete. The Kempinski hotel was built in the Country of Djibouti on the north east coast of Africa. Developed by Nakeel and built by Taisei Corporation. The installation was completed over 3 months and contained 1800 UTP end points (150km of Cat 6 Systimax UTP Cable) and 2 km of fibre optic. This project was completed with all personnel living away from their home country so there was no room for issues on site. The job was completed so well we are currently mobilizing to complete phase 2.

Dubai Mercantile Exchange

This installation is regarded by the manufacturer as a perfect installation. Ortronics partnered with Seven Seas to implement this Data center solution of over 80 open racks, 5,000 UTP end points and 1,200 fibre splices. The installation was completed in record time to the complete satisfaction of the customer. This also helped us to have very good relation with DAR and Turner for the their future projects.

Hospitality Reference sites in Dubai:

- Shangri-La Abu Dhabi – Cisco Wireless Infrastructure integrated with current voice solution
- Golden Sands Arenco Hotel (4 Point Sheraton) - Structured Cabling (Brandrex) and LAN Infrastructure (Hp Procurve)
- JBR Hilton Extension – HP ProCurve Networking and Brandrex Structured Cabling
- JBR Ramada – Mitel PABX, HP ProCurve Networking and Brandrex Structured Cabling
- JW Marriot - Structured Cabling
- Crown Plaza - Structured Cabling
- Dubai Festival City - iBMS Command and Control Center
- Kempinski Djibouti - Data Networking (Cisco), Structured cabling (Systimax)
- Kempinski Djibouti Phase 2
- JBR Moevenpick - Structured cabling (Systimax)
- Ajman Kempinski - Structured Cabling (Brandrex) and Wireless LAN Infrastructure (Hp Procurve)
- Desert Palm Resort - Structured Cabling (Brandrex), Data Networking (Hp Procurve), Voice (IP Telephony, Avaya)
- Fortune Towers in Jumeirah Lake Towers - Structured Cabling (Brandrex)

Health Care Reference sites in Dubai:

- Al Razi Complex – structured cabling (Infraplus)

Won with Al Masraf Bank projects including:

- Marsa Dubai - Residential building providing Structured cabling (Systimax) & smart home solution - CCTV & Access Control, Audio/Visual

Won with IFA projects including:

- Movenpick Laguna - Providing full design support to the consultants.

Discovery Gardens – Contemporary Gardens 2

In total we are doing 30 Residential Buildings of Type W & Type X. The MEP contractor for 23 Of the buildings is M/s AL HUDA CONTRACTING and for 7 the MEP contractor is M/s ALKO. The consultant for both is ECG TORENTEC. It's a NAKHEEL Project and the Project Manager is Turner.

For all these projects a large amount of coordination is required with the consultant & The MEP contractor. In order to meet deadlines and a smooth execution the project manager Adheres to the project methodologies and regularly keeps track with the project milestones Finalized in the project plan.

Health Care City

A Commercial & Clinic Development Project under DU, it is a shell & core system where Seven Seas is doing the CAT 6 Cabling upto the CP. The cabling inside the offices will be done by Respective tenants. The consultant being M/s Arif and Bintok and the MEP contractor – Belhasa. The cabling is being done as per DU version 2.0. The material approval has already been acquired and the final inspection is awaited. The cabling project worth approx. 2 Million is in the final hand over stage.

Health Care City

Dubai University Hospital: provide budgetary pricing for the Active & Passive Networks, Voice system, Audio Visual & Interactive TV Solution. Plus the scope of work, products and brands supplied by Seven Seas and how these would be implemented and supported.

The key areas covered by the design brief were the active and passive components of the local area network infrastructure; a VoIP based telephony system, an IPTV system, intelligent building & room management systems.

Seven Seas are already approved to submit a revised proposal for phase of the project. The total value of it is worth approx 50 Million Dirhams.

Gold Crest Views 1

Loacted in the Jumeraih Lake Towers Plot V2, it is a 40 storey residential tower. The consultant is M/s WS Atkins & Partners Overseas and the MEP subcontractor is M/s BK Gulf. It is per the DU Residential Ver 2.0 Specifications. The material approval has already been acquired.

G + 13 Club House – Al Barsha

In the TECOM Area it is a 13 Storey Residential Plot. The consultant is M/S ARCHON and the MEP contractor is M/S Omega Engineering LLC. The material approval has already been acquired.