

Masar Electrical
General Contracting
Est.



A grayscale background image of a person in a business suit, with their right fist clenched in a gesture of determination or strength. A semi-transparent blue horizontal band is overlaid across the middle of the image, serving as a background for the text.

MEGC-COMPANY PROFILE

Where Quality of Work Done

P R O F I L E

- **MASAR ELECTRICAL GENERAL CONTRACTING EST.** got the lead due to efficiency and in consideration of the technical level and services provided to several companies & organizations operating in the Kingdom.
- It is worth saying that working with high-tech international companies and representing them is solid proof of our efficiency and a manifestation of our high level and supreme accomplishment of all awarded electronic or electric contracts in conformity with international standards.
- **MASAR ELECTRICAL GENERAL CONTRACTING EST.** is working seriously for a leading position. Further, it is quite keen on the continuous development of its capacities to provide the state of art to the Kingdom of Saudi Arabia.
- Hence, we look forward to having a fruitful and long-term relationship with your company.
- Although we have achieved significant improvements, our target remains a zero-fatality rate across our group and we will continue to focus our efforts on achieving this goal.

Warm Regards,

Ahmed Mehdi Bin Mohammed Kuwais
Executive Director



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Introduction.....



Welcome..

Today MASAR Technology is a business without any border. The company such to be maximum effective and the fashion of business management play a key role. We clearly realize that the progress of the group is only possible over a harmonic combination of such components as the concentration of business on client's needs, team result oriented professional, competent novel management and distributed powerful infrastructure that it's our approach and we exert every effort to advance ourselves dynamically to the future.

The core of the group is united goal-seeking professionals who know their own worth. We are open to new contact and partner's welcomes MASAR Technology's operation in the kingdom and worldwide and pledge to be a good corporate citizen with business value efficient and reliable operation and the premier standard of product quality services environmental protection, safety, and health will remain our highest concern.

MASAR ELECTRICAL GENERAL CONTRACTING EST. is proud to say each employee works as an associate for us.

Sincerely,

Ahmed Mehdi Bin Mohammed Kuwais

Executive Director



VISION STATEMENT

“MASAR ELECTRICAL GENERAL CONTRACTING EST. Be the regional leader in exceeding customer's expectations, through strategic partnership and by providing world-class IT solutions and services, utilizing leading-edge technologies, local leading-edge resources, and ensuring flawless execution”

Mission Statement

To provide support for enterprise and government clients by maximizing their investment in IT.

Core Values

MASAR ELECTRICAL GENERAL CONTRACTING EST. functions under an extensive umbrella of core values, based on Integrity Honesty and Fairness in all its dealings. These values may be summarized as follows:

- To fulfill our obligations to our owners, customers, partners and employees
- To be socially responsible, contributing to the progress of the community
- To have integrity in all it's dealings
- To be the employer of choice
- To make a commitment to excellence to all it's stakeholders

About MASAR ELECTRICAL GENERAL CONTRACTING EST.

MASAR ELECTRICAL GENERAL CONTRACTING EST. is a leading provider of Integrated IT Solutions and Services in the Kingdom of Saudi Arabia. The merger of technological know-how, excellent execution, regional experience and professional dedication that took place between COMPANIES has resulted in bringing together a vast array of skill sets, knowledge base and deep technical experience from these 3 leaders in their respective fields to offer new levels of End-to-End innovative and integrated IT solutions and services that will benefit the local and regional markets.

MASAR ELECTRICAL GENERAL CONTRACTING EST. is a provider of services in the following business areas: Networking, Enterprise Management, Security, Systems and Storage, Business Solutions, Integration and Outsourcing Services. We have over 70 full-time employees supporting well over 100 customers from our 2 offices across the Kingdom. Through well-established strategic relationships with other multinational corporations and powered by our solid infrastructure we have put forth our collective efforts in order to serve the current and future needs of our clientele in a way that satisfies them most and go beyond their expectations





Business Activities

MASAR Business Activities

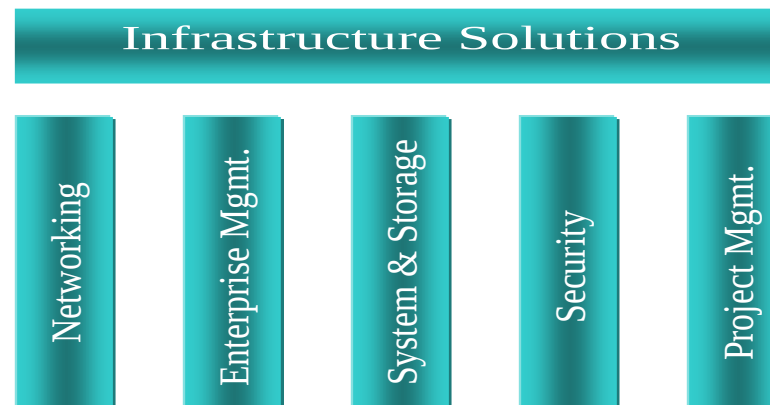
Infrastructure Solutions Division

Rapidly evolving Information technology infrastructure underpins all business today. Well-managed, cost-effective and aligned with business priorities, IT Infrastructure becomes a key point of competitive advantage. It is also proven that getting the enabling technology right can mean the difference between success and failure.

For decades, MASAR ELECTRICAL GENERAL CONTRACTING EST. has been designing and building state-of-the-art and integrated IT infrastructures based on best-of-breed products, robust technologies, and world-class services that enable institutions and companies to achieve their short/mid/long-term objectives.

Furthermore, MASAR ELECTRICAL GENERAL CONTRACTING EST. has the flexibility and specialist knowledge to support customers in a broad range of IT environments starting from ordinary to mission-critical environments. We provide essential core skills which customers do not usually have available using their own resources and help solve complex technical problems that may be beyond the scope of in-house staff.

MASAR ELECTRICAL GENERAL CONTRACTING EST. the unique combination of focused specialist skills, wide partnerships with world technology leaders, and local geographical coverage - means we can provide the solutions our customers need. Within the IT infrastructure domain, our business areas of focus are as follows:





Networking & Connectivity:

Structured Cabling UTP & Fiber Optic, WAN/MAN/LAN, VPN, Wireless, Access, and advanced networking solutions & services (IP telephony, VoIP, e-learning, content management, and video conferencing).

Computing Systems & Storage

Personal computing, PC and UNIX-based systems, storage area networks “SAN”, archiving, office automation, peripherals, and mobile computing solutions & services.

Enterprise Security

Firewalls, Intrusion Detection “IDS”, public key infrastructure “PKI”, content security, access and authorization, security applications and wireless e-security solutions). In addition, we provide advanced security services such as external and internal security analysis & vulnerability assessment, security architecture development & verification, and security policy development.

Enterprise Management

End-to-end network and system management solutions, such as event and problem management, network base-lining, performance management, and asset management Solutions and Services.

Projects Management

There are two key success factors to completing large projects within timescales and budget, project planning and management. On large projects

where many specialists are involved, MASAR ELECTRICAL GENERAL CONTRACTING EST. provides a single point of control and accountability which is absolutely vital to keeping projects on track.

Finally and through MASAR ELECTRICAL GENERAL CONTRACTING EST. robust project management methodology, thorough knowledge transfer, and unique integration expertise, we can handle all the complex and challenging issues surrounding the design, planning, and implementation of your IT Infrastructure Solutions.





Strategic Outsourcing Services Division

The rapid development of Saudi Arabia's business community in both its public and private sectors, and its overwhelming reliance on automation and computer-based applications underscore the compelling need for powerful Information Technology (IT).

Today competent (IT) management is one of the most important contributing factors to the success and performance of any enterprise. Successful companies are incorporating outsourcing as a key strategy for growth and differentiation. No longer considered merely a tactic for cutting costs and adding temporary staff, outsourcing is being accepted in boardrooms around the world as a critical success factor for business survival.

Growth in outsourcing is expanding to include not only IT functions but critical business processes, as well as evolving application areas like enterprise resource planning and e-business initiatives. For years outsourcing was more a matter of "out-tasking"-hiring outside vendors to perform specific jobs or manage specific projects within a department or organization. More recently, companies around the globe have strategically transformed their business by outsourcing entire IT operations or business processes, such as human resources, logistics, customer relationship management, finance, etc.

As one of the Kingdom's largest Integrated and IT Solutions providers, MASAR ELECTRICAL GENERAL CONTRACTING EST. Outsourcing Services Division offers unsurpassed knowledge, skills, experience, and capabilities. The source of our strength is our people, more than 45 professionals working on projects around the kingdom, IT specialists, and industry experts who lead successful outsourcing engagements for companies around Saudi Arabia and our value-added services.

Strategic Outsourcing Services Division's unique value proposition is delivered through its various departments which are constantly striving to improve service levels by focusing on core business competencies to enhance information technology.

- Technical Support Services
- Strategic Outsourcing
- Support Presales Consultancy
- Support Commercial Section
- Support Inventory Management

All our departments have their own specialized and challenging roles in ensuring that all the services delivered to customers are fully synchronized. We have left no room for any gray areas so as to achieve the highest customer satisfaction. Our collective goal is to surpass the services we offer beyond customer expectations.





Technical Support Services:

Technical Support Services (TSS) is a provider of support maintenance services that include multi-vendor Enterprise Servers and their peripherals (Hardware), Software (Telephones, On-Site & Subscription), and network products. We have a fleet of highly specialized certified engineers who are known as High Availability Engineers. Our engineers possess a very high level of Knowledge and training on the latest Technologies in order to provide your staff with the ability to avoid problems, maximize network utility, and expedite problem resolution.

Strategic Outsourcing:

Strategic Outsourcing Services (SOS) is a facility management group that provides information technology (IT) outsourcing to Public Vs Private sectors, Large Vs Small enterprises, companies owned Vs leased facilities and Local Vs International operations i.e. commercial, industrial, banking, airports, seaports, military depots and major maintenance operations.

MASAR ELECTRICAL GENERAL CONTRACTING EST. SOS is well known in the Saudi Market for providing the best IT Manpower to cater for whatever the customer needs, at the same time being very efficient and cost-effective. SOS provides cost-effective branch availability solutions to our clients and also reduces their burden of having to contact and manage various vendors to a single point of contact for providing the needed services to run their branch efficiently.

Support Presales Consultancy:

Support Presales consultancy (SPC) provides a single point of contact to various departments of MASAR ELECTRICAL GENERAL CONTRACTING EST. providing support consultancy, proposals and quotations for all your outsourcing requirements. SPC makes the job easy for all of our Sales Engineers to coordinate with one section to get support pricing, proposals and consultancy. Based on the priority and urgency of the customer requirements, SPC coordinates with various sections of OS to provide quotations that are required as per the Request for Proposal. SPC then collects all support quotations, integrates them into one support proposal, and forwards them to the sales engineer for final checking and submission to the customer. This section is also responsible for providing support presentations to enlighten the customers about our services and commitment.

Support Commercial Section:

The name Support Commercial Section (SCS) itself gives the impression that all the support commercial-related services are handled by this section. SCS takes care of Support quotations, Agreements, Pricing, Internal Audits, Processes/Procedures liaison with OS strategic partners and MASAR ELECTRICAL GENERAL CONTRACTING EST.

Finance Department: This section makes sure that support pricing is constantly in line with the market and their main goal is to keep support pricing as low as possible and maintain our competitive edge within the marketplace.





Inventory Management

Support Inventory Management (SIM) is one of the vital areas of keeping the support services very efficient when it comes to parts availability for our customers, SIM makes sure that all the required parts are maintained efficiently to provide a hit rate of at least 98%. It also makes sure that the minute OS receives a new support agreement from a customer, all the required parts based on the product's configuration is ordered to fulfill the support contractual commitment. Therefore, all the customers who have signed support agreements are guaranteed a flawless parts supply until their agreement is in effect. SIM manages a huge amount of Inventory in a professional manner thereby adding value to overall support deliverables.





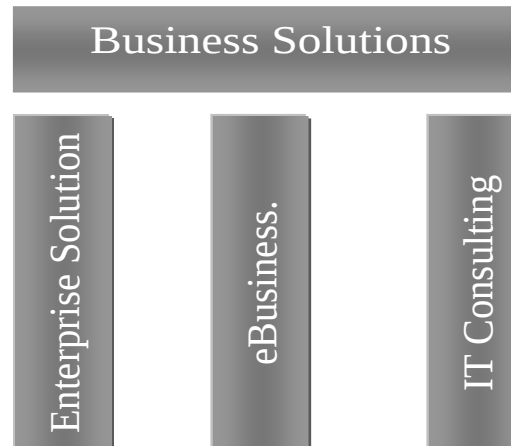
Business Solution Division

MASAR ELECTRICAL GENERAL CONTRACTING EST. Business Solutions offers business management software and services that help organizations to automate processes, make more profitable decisions, accelerate growth and benefit out of their IT Investment.

Whatever your business needs, we provide integrated e-business solutions to help you maximize efficiency. MASAR ELECTRICAL GENERAL CONTRACTING EST. Business Solutions make it easier for you to do business with your customers, vendors, and partners.

MASAR ELECTRICAL GENERAL CONTRACTING EST. and its partners have created solutions that integrate leading technologies, applications, and services into packages designed to solve specific business needs. MASAR ELECTRICAL GENERAL CONTRACTING EST. integrates and tests all components of the solution and offers documentation, service, and support for enterprise-class reliability.

Our ability to pioneer solutions for a diverse range of clients comes from our unique network of businesses approach in which we leverage alliances and our internal capabilities to enhance our Business Solutions expertise. This brings together the most advanced resources, tools, people and technologies available and enables us to deliver innovations to help clients across all industries quickly realize their vision.





Sales and Marketing

MASAR ELECTRICAL GENERAL CONTRACTING EST. Sales and Marketing Department is constantly developing and improving the strategy of offering to customers' comprehensive and specialized services solutions, so that they may outperform their competitors. Our experienced and highly trained teams of professionals across all business sectors are at your service offering the latest developments in technology and introducing them without delay reinforcing the principle of "state of the art". We maintain close relationships with our clients from initial discussions through to the implementation stage and final delivery which guarantees the high standards that are expected of our range of products and services. Our objective and focused approach to each particular need enables us to provide our customers with vendor – neutral recommendations.



SAFETY POLICY

MASAR ELECTRICAL GENERAL CONTRACTING EST. believes that the safety of every employee is an essential responsibility. Therefore, our safety policy is related to every employee in the company. It starts during the preparation of the work and continues till the final handing over. Our safety measures are:

1. To practice accident preventive programs.
 2. To hire one safety officer for every site responsible on applying the safety measures independently from the operation.
 3. To work with the client and the consultant to execute the project safety program.
- For the safety officer:
- a. To strictly apply the company safety measures.
 - b. To be an approved safety officer in companies like Aramco, Sabic, and Scecو authorized to sign hot and cold work orders.
 - c. To work with the client and the consultant to execute the project safety program.

For the Labors:

1. To wear safety shoes, safety helmets, dusk masks, gloves and uniforms with the company name printed on them.
2. Be encouraged to report any work hazards and to cooperate with their supervisors to avoid any accidents.





Business Mission

- ❖ Our mission is to develop a beautiful Planet and gives the best to human beings.
- ❖ We have built a worldwide rapport with the leading companies in the same field and have further enhanced our business by developing contacts worldwide.
- ❖ Our mission is to provide prompt and authenticate service to our clients.
- ❖ Our diverse skills and professional abilities will not only allow us to meet the challenges presented to clients.
- ❖ Our corporation is not just your project assistant, but we are your abiding term co-worker.
- ❖ Our interaction doesn't end when we hand over the project and how the solution is working, and any support or services required to assist on site we are ready to serve them.



Business Beliefs

- ❖ We believe patience is the key to success and nothing can fail if you work hard definitely success will be the aspiration.
- ❖ Respect for individuals and people is our greatest asset.
- ❖ Achieve and maintain a position of the leading ship in each of our fields of expertise.
- ❖ Pursue all tasks to companies in a superior manner.
- ❖ Govern individual and company relationships with the highest.
- ❖ Standard of conduct and integrity be close to the customer in action enamel and spirit and ensure superior quality products and services.
- ❖ Measure our effectiveness by the long-term profits we achieve for our enterprises.
- ❖ Work force towards achieving quality in all areas resulting in the total.
- ❖ Consistent client satisfaction in all areas of business.
- ❖ MASAR committed we will up the best to you.

MASAR SHARES

- ❖ Respect
- ❖ Dependability
- ❖ Trust
- ❖ Teamwork
- ❖ Responsibility
- ❖ Initiative
- ❖ Sense of Urgency
- ❖ Productivity



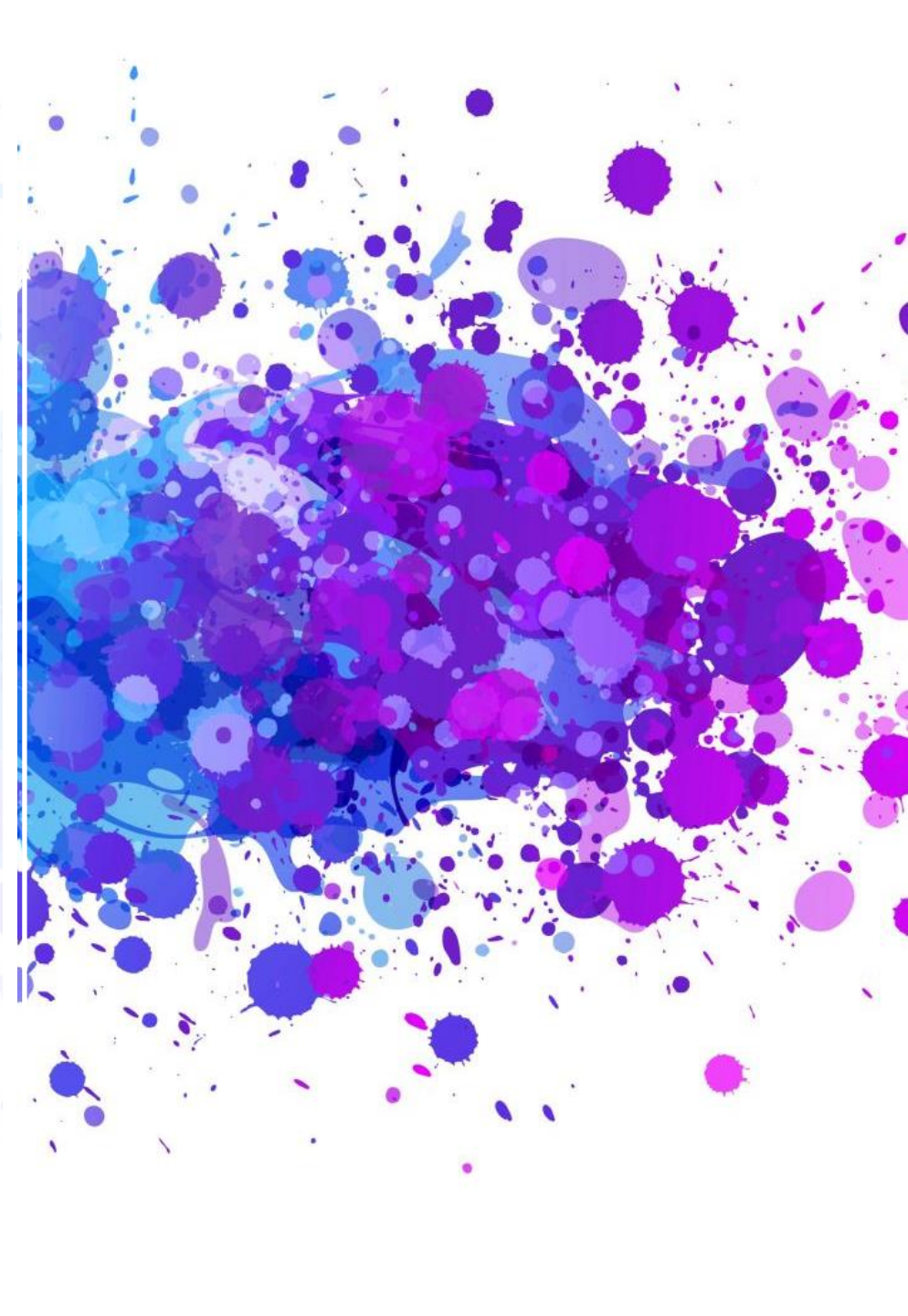
OUR COMMITMENTS

- We are committed to providing high-quality products and services that meet stakeholders' expectations while ensuring that our operations are safe and reliable.
- We conduct business with respect and care for the environment in which we operate.
- We comply with applicable health, safety, and environmental laws, regulations, and quality standards.
- We apply practical means to conserve resources and prevent pollution, reduce waste, and minimize the risk involved in our operations.
- We continually improve our performance and implement effective development programs to enhance.



LIST OF ORGANIZATION MANAGEMENT MANAGERS

- Managing Director
- General Manager
- Operation Manager
- HR & Personal Manager
- Marketing & Sales Manager
- Safety & Security Manager
- Technical & Project Managers
- Technical Manager
- Purchase & Logistics Manager
- Finance Manager
- Administration Manager





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FEED BACK

- MASAR of companies welcome any of our surfer's feedback.
-
- If you have any Queries regarding our company profile.
-
- Please email us at info@mste.sa
- Our aim with the best of services in less of time.





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OUR BUSINESS PARTNERS

AVAYA

 **SUPERIOR
ESSEX**

D-Link

Alhuda
TECHNOLOGY

FORTINET

Linksys

 **Cyberoam**

CORNING

 **tp-link**

aruba

COMMSCOPE
now meets next

Schneider
Electric

hp

HIKVISION



An aerial photograph of a multi-lane highway bridge spanning a body of water. The bridge has several lanes in both directions, with a few vehicles visible. The water is a deep teal color with visible ripples. The text "THANK YOU" is overlaid in large, bold, white capital letters across the center of the bridge. The entire image is framed by a thin white double-line border.

THANK YOU