

Integrating technology.
Optimizing **business.**





Integrating business with technology

What keeps an IT company in the forefront is the commitment to keep providing new technologies in order to stay in step with a continually evolving IT world.

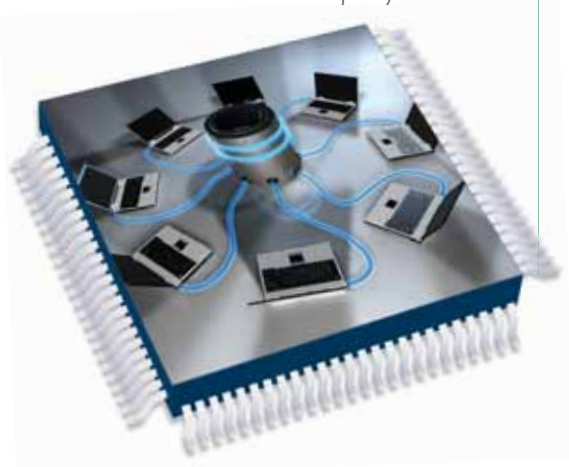
CADD Emirates, a dedicated ICT solutions provider has gained an unparalleled reputation in the IT industry with its rich experience of 19 years, serving an international clientele across the Middle East. Its wide presence and success is measured by its strong financial record and steady business growth that has made it a leading and aspiring name in a globally challenging business environment.

An in-depth understanding of an organizations' technological requirement in relation to its business empowers CADD Emirates in developing accurate IT strategies, offering advisory services and developing tailor-made business solutions which is key to an organization's growth and development. CADD Emirates follows a Quality Management System and is an ISO 9001: 2008 certified company.



Today CADD Emirates is a leading enterprise solutions provider; a trusted ICT System Integrator and the IT backbone of a growing regional & multinational clientele in the Middle East. It provides a wide range of IT solutions and services that include Computing Infrastructure, Networking and Security, CAD & Engineering, Hospitality Technologies and Business Automation solutions. Aided by a team of highly experienced and qualified professionals, customers benefit from complete IT solutions that cover customization, planning, design, execution and maintenance with a commitment to quality, on-time delivery and on-budget execution.

Intelligent technology is the driving force behind the growth and success of CADD Emirates, the power that's fuelling its network across the UAE, Qatar and many more countries across the Middle East.





Integrating business with innovation



CADD Emirates empowers organizations by providing them a wide range of IT Services that focus on technological solutions rather than mere systems implementation.

With an in-depth understanding of the diverse needs of organizations, CADD Emirates creates tailor-made solutions that's best suited for a clients' environment. Reason why, its range of services is a complete suite of IT solutions customized for unique, individual requirements which are:

- Advisory Services
- Resource Augmentation
- Managed Services
- Support Services

Advisory Services

CADD Emirates plays a pivotal role in first and foremost understanding and analyzing the client's technological requirements in relation to its business. Advisory services are formulated on the clear understanding of the business model and the impact they can have on the future of the company.

Partnering with the world's best global consulting firms, CADD Emirates offers advisory services that are tailor-made and best suited for the client's environment.

- Development of IT road maps to steer the client in the right direction
- Devising a clear IT strategy to support relevant business issues
- Helping organisations employ global practices and meet regulatory compliances
- Advising clients on on-shore and off-shore projects



Resource Augmentation

CADD Emirates specializes in the development of IT strategies for its clients based on the clear understanding of a client's business model and technological requirements. To successfully implement the IT strategy, it also advises on professional staff requirements across all verticals of an organization.

With a strong commitment to building diverse and multiple technology skill sets aided by experienced talent, CADD Emirates works closely with the client's team, helping build consistent methodologies and customized solutions.



Supporting organizations with:

- Infrastructure Staff
- Technical Support Staff
- System Administrators
- Business Application Administrators
- IT Project Managers
- System Architects
- Managed Services

IT infrastructure is the backbone of an organisation's IT strategy. The maintenance of IT infrastructure demands a 24/7 support system and prompt, instant response management.

CADD Emirates offers a range of 'Managed Services' supported by a team of qualified professional staff to help maintain the IT Infrastructure of its clients.



Range of **Managed** Services



Range of Managed Services:

- Managed Hosting and Migration
- Managed Co-location Services
- Back-up Management
- Storage Management
- Security Management
- 24/7 Monitoring Service
- Network Management
- User Management
- Systems Management

Support Services

CADD Emirates provides a range of support services that requires a 24/7, 365 days approach. With a team of highly qualified professionals, it helps maintain and optimize the client's IT infrastructure and monitors it with quick response times and efficient support systems.

Range of Support Services:

- IT Architecture Design
- Infrastructure Migration Services
- Preventive Maintenance
- Network Installation Services
- Remote Monitoring and Management





Integrating business with **customized solutions**

CADD Emirates specializes in a solutions-based approach for its clients. It plays an important role in understanding the organization's environment, its business ambitions and the technological support it needs to execute its business strategy.



It provides a complete suite of networking and security solutions, business solutions, infrastructure solutions and hospitality solutions to help organisations design, monitor, optimize and secure their IT systems.

IT Infrastructure

Computing Infrastructure

CADD Emirates offers a comprehensive range of hardware and software solutions for IT infrastructure for large and medium enterprises across different industry segments. It enjoys easy access to the latest products and solutions from leading OEMs and ISVs aptly supported by a professional team of qualified IT specialists to deliver a scalable IT infrastructure that fits an organisation's business model and meets their technological requirements.

Systems Optimization

IT Managers are constantly required to improve and upgrade the efficiency of IT systems in an organization. CADD Emirates creates a flexible system architecture with the required system



optimization tools that assist managers in maximizing the productivity of hardware and data communication networks through innovative approaches and methods.

Workspace Optimization

For better integration, effective coordination and consolidation of IT resources at the user level, CADD Emirates offers flexible solutions for organizations to help manage their IT infrastructure and smooth mobility of data. Solutions include virtual desktop infrastructure, desktop mobility, secure desktop session and application access and virtualization of servers for cloud computing.



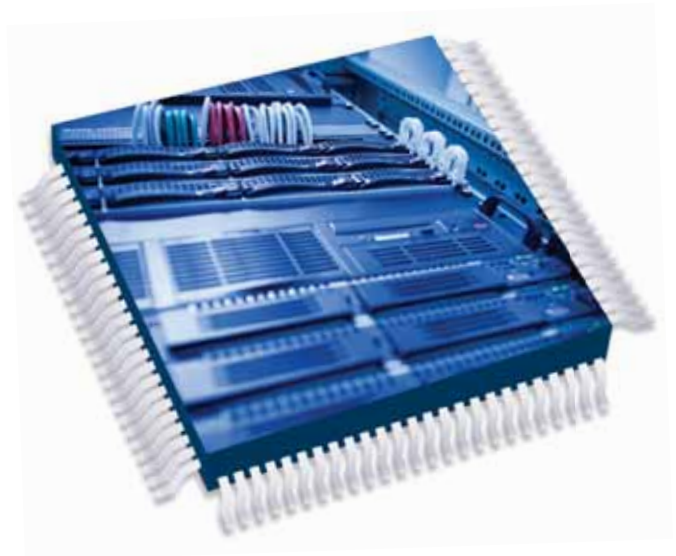
Virtualization

Virtual IT Infrastructures are the latest creation that benefit organizations in different ways. Virtualization helps enterprises reduce capital expenses through server consolidation and improve operating expenses through optimization.

CADD Emirates helps its clients develop a virtual infrastructure by setting up a single physical machine that helps connect multiple virtual machines functioning on different operating systems and applications.

Disaster Recovery

Power outages, virus attacks and patch failures can be a threat to data security and vital information. Even a man-made disaster can result in business downtime, drastically affecting productivity and access to vital information. CADD Emirates provides Disaster Recovery solutions that protect data and secure information, ensuring business continuity and resiliency most required by today's organizations. Offering consultancy solutions and on-going support for enterprises, CADD Emirates



range of services include design and construction of Disaster Recovery (DR) sites, hardware, networks and software for Continuous Data Protection, Synchronous and Asynchronous Replication, Cloning and Snapshots.

Storage Solutions

Data protection is vital to an organisation's information security. With an ever increasing database, organization's demand protection and easy access to information at all times. CADD Emirates provides basic to enterprise level storage solutions, helping clients maintain their database and securing vital information. They deploy the world's best solutions for the archiving and storage of data, ensuring the protection of digital assets and integrity of its clientele.

- Computing Infrastructure
- Systems Optimization
- Workspace Optimization
- Virtualization
- Disaster Recovery
- Imaging and Printing
- Storage Solutions
- Software Licensing



Networking & Security

CADD Emirates helps organizations to create a cost-effective, scalable and flexible IT system infrastructure using industry-leading technology and paradigms. This helps in improving the efficiency of IT systems, maximizing the productivity of hardware and data communication networks and monitoring the performance of networking and data transmission.

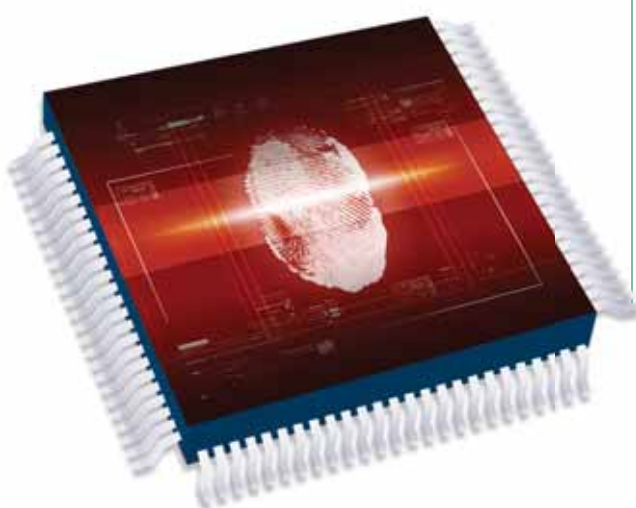
Information accessibility and data security is of prime importance to any organisation. In order to maintain the right balance between the two, it takes a robust and reliable IT infrastructure to keep it safe and secure. CADD Emirates specialises in providing networking and security solutions that help in data security and optimization and reduces transmission errors thereby ensuring smoother flow of information across the organisation's network. This helps in preventing data loss, ensures information security and also saves bandwidth costs and infrastructure investments.



Partnering with global firms and enjoying long-standing relationships with different OEMs, CADD Emirates offers 'best of the breed technology' for addressing the large scale requirements of networking products and security solutions.

CADD Emirates provides networking and security solutions for organizations that ensure data security, smoother flow of information across networks and reduction of transmission errors.

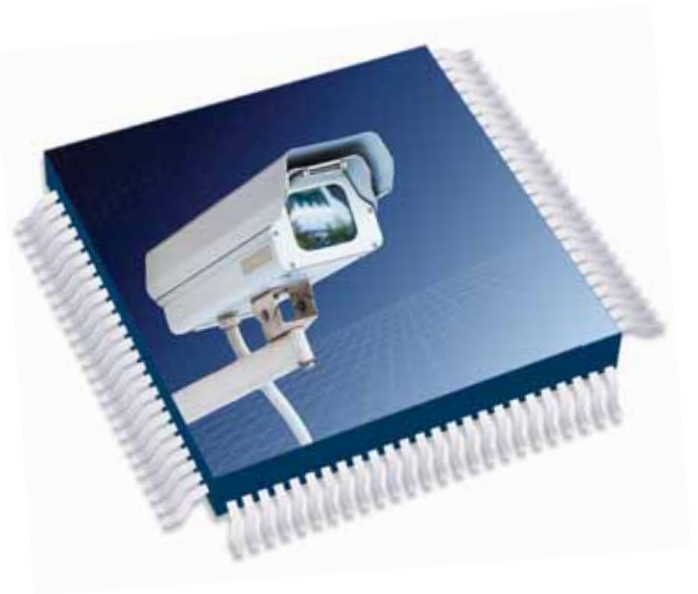
SWITCHING & ROUTING: Switching & Routing minimizes bandwidth use between data centers by using the most appropriate compression algorithm and reduces the transmission of redundant data. This results in better application performance and improved backup and recovery times. WAN optimization can also reduce or defer the costs of linking data centers and reduces the communication cost.



WIRELESS: Wireless technology is gaining more and more importance in IT communication. The rapid advance in wireless technology has transformed the way organizations function and interact with its employees and customers alike.

The recent trend of 'bring-your-own-devise' (BYOD) is ushering a new trend and setting a new pace in the business world, bringing about a significant change in wireless communication. The rapid advancement in wireless technology is encouraging employees to use their personally-owned devises to interact, function and speed up productivity in a fast-moving, demanding business environment.

STRUCTURED CABLING: CADD Emirates provides structured cabling solutions for Data Centers, Local Area Networks, Wide Area Networks and



converged low voltage applications, which are best suited for medical facilities, call centers, hotels, condominiums, apartments, office buildings, educational campuses, government centers and convention centers.

CCTV: CADD Emirates designs and implements high performance CCTV solutions, digital and analogue storage solutions & network based video surveillance solutions for corporates, hotels and government entities which are suited for both, indoor and outdoor coverage under normal and extreme weather conditions.

Portfolio of services:

- Structured Cabling
- Switching & Routing
- Wireless Solutions
- CCTV Solutions
- IP Telephony
- Datacenter Consulting & Set-up
- Performance Management
- IT Risk Management
- Information Security
- WAN Optimization



Hospitality Solutions

CADD Emirates specializes in hospitality solutions through HOSTECH - a business wing that solely manages the IT requirements of the hotel industry.

With an in-depth understanding of the hospitality industry, HOSTECH offers a buffet of services through a comprehensive portfolio of technological solutions that help hotels manage their property, guests' services, reservations, memberships, communication network, provide personalized services, monitor staff productivity and thereby enhance productivity.

Today HOSTECH has developed successful IT recipes for local and multinational hotel chains across UAE, Qatar, Bahrain, Oman, Jordan, KSA, Lebanon, India, Maldives, Mauritius and Egypt.

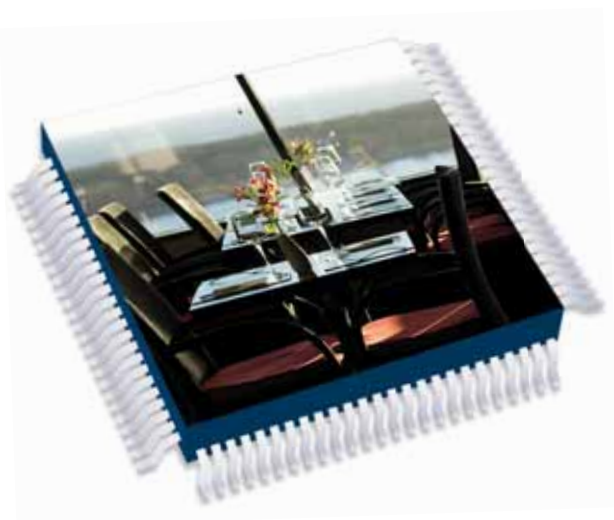


A clear understanding of the different sections within a hotel helps HOSTECH in developing the right IT solutions, thereby enhancing efficiency and maximizing productivity.

CADD Emirates offers premium IT products that have been successfully implemented across the hospitality sector.

'Call Accounting' is one of the most accepted solutions at leading hotel chains that works seamlessly with PMS and PABX systems enabling efficient and flexible management of communication charges and service usages, voice messaging and Interactive Voice Response (IVR).

Automated Guest Service System and Inter Department Work Order System is another premium offering that enhances guest request fulfillment systems delivering specific statistics of individual guests and guests on the whole. The guest system covers multi-language systems, self-service mobile application, maintenance services for guest rooms and communication through smart handheld devices like iPhones, iPads, Blackberry amongst others.





As part of its operational services, HOSTECH has devised an accurate IT structure to effectively manage the hotel property with the required Point-of-Sale Systems, Digital Signages, IPTV, Back Office Management, Restaurant Reservations, Banqueting and Catering Services and F&B Management.

As for guest services, it effectively structures guest services management, customer relationships, event ticket management, mobile printing services, hi-speed internet, office and communication solutions, conferencing and networking solutions.

It also manages the leisure activities of hotels by developing efficient systems and monitoring spas, golf clubs, health clubs and memberships.

With the changing tastes and demands of customers, HOSTECH is well-equipped to handle the future requirements of the hospitality sector.

HOSTECH has launched the world renowned Telephone Optimization and Yield Management Solution. This innovative technology is a zero investment concept to hotels to yield higher revenue in telephone and related services. HOSTECH has successfully implemented the solution in renowned hotel chains across the GCC.

- Hotel Management System
- Guest Room Internet Software
- Call Accounting, Voice Mail Systems
- Guest Service & Tablet Solutions
- Hospitality Digital Signage Software
- IPTV for Hotels
- Point-of-Sale Systems
- Restaurant Reservation System
- Customer Response Management
- SPA & Health Club Management Software
- Mobile Printing Solutions
- Digital Newspaper System
- Telephone Yield Management Software



Business Solutions

CADD Emirates offers a complete suite of business solutions across different domains. The scope of services include ERP, CMS, CRM, HR, BI, EDMS, performance management and e-commerce.

Business Solutions include:

- Enterprise Resource Management
- Customer Relationship Management
- Human Capital Management
- Enterprise Content Management
- Internet and Intranet Portal Management
- Mobile Apps Development

CAD & Engineering

CADD Emirates with its strategic partnership with the renowned Autodesk USA, is instrumental in ushering Design Automation Software in the Middle East. As pioneers of CAD and engineering solutions, CADD Emirates holds an undisputed position



as the leading engineering solutions company providing design solutions to large and medium enterprises in UAE, Qatar, Kuwait, Bahrain and Saudi Arabia.

With an in-depth understanding of design needs, CADD Emirates provides organizations with advanced software tools and associated equipment required for wide format printers and scanners.

Add to it, it has also established the first Autodesk Training Center in the Middle East to give organizations the leading edge in CAD Engineering and keep engineers updated with technological advancements across the world. CADD Emirates is Autodesk's Gold Partner for Architectural Engineering & Construction (AEC) and Media & Entertainment Solutions.

Services include:

- Digital Design Solutions
- Wide Format Technical Scanning Solutions
- Project Planning Solutions
- Publishing, Advertising and Broadcasting Solutions
- Raster to Vector Solutions
- Remote Administration Solutions
- Training



ALLIANCES

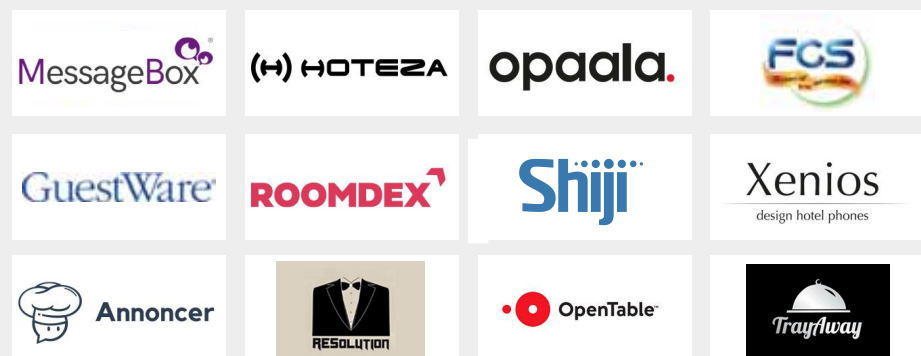
BUSINESS SOLUTIONS & INFRASTRUCTURE



CAD & ENGINEERING



HOSPITALITY



NETWORKING & SECURITY





Integrating the future with ideas



CADD Emirates charts out an IT future for enterprise clientele across the region, offering intelligent solutions that keep pace with an ever evolving IT world.

The power of 'Intelligent Technology' has expanded its presence in the Gulf, the Middle East and North Africa with leading organizations and government bodies. The zest for developing innovative technology and customized solutions has truly made CADD Emirates a leading name in the IT industry, lending it a reputation only a few can match.

With international partnerships, a global network and an impressive list of regional and multinational clientele, CADD Emirates is all set to become the backbone of the IT infrastructure of the world.





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