

COMPANY  
PROFILE

# SMART CELL

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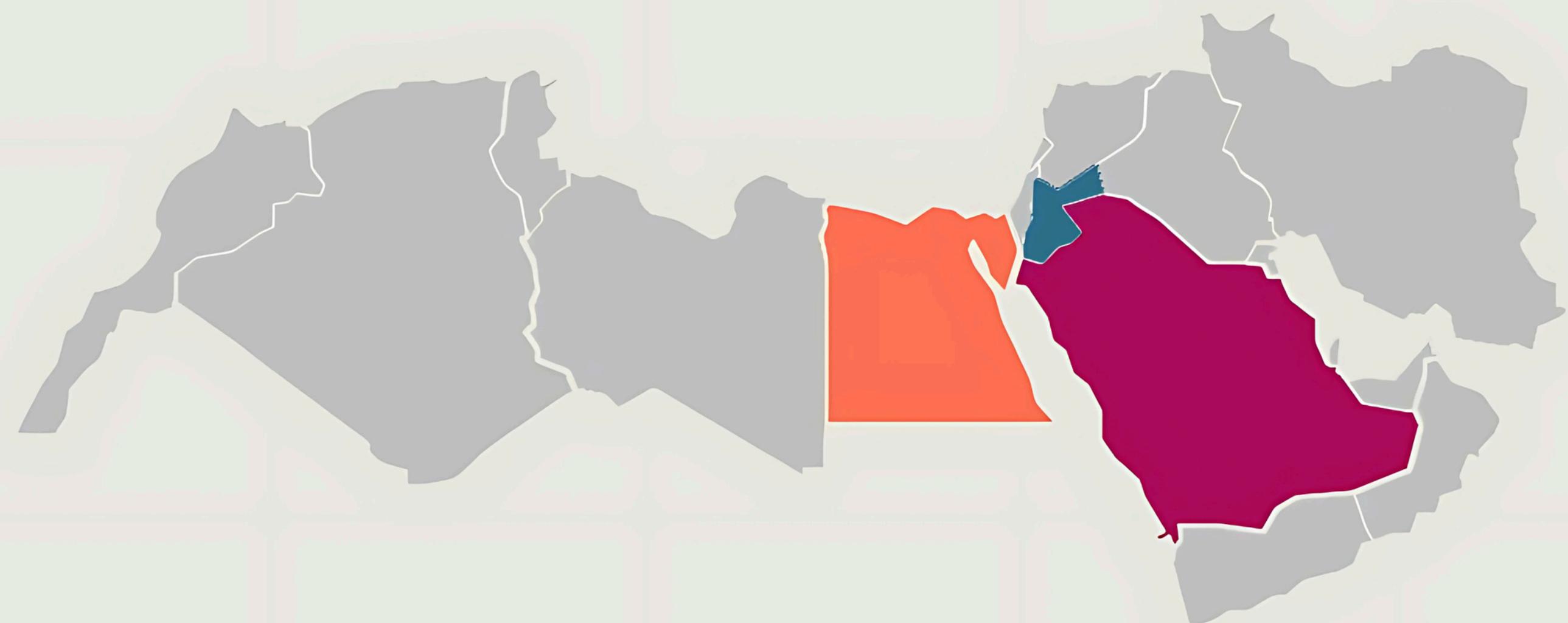
**for Communication System & Contracting**

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# Our Branches



 JORDAN

 Saudi Arabia

 Egypt

# Over View

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Founded in 2009, SMART Cell is a dynamic company that specializes in Manpower outsourcing & telecom infrastructure, including Wireless GSM/3G/4G and 5G, Microwave Links, Power Systems, turnkey Civil works, and Fiber Optics, as well as core networks and data centers. We are dedicated to delivering outstanding services across these areas, providing customized solutions to meet our clients' evolving needs. Our expertise encompasses the design, installation, and maintenance of advanced communication networks, power systems, and civil infrastructure. We also excel in the installation, testing, and maintenance of fiber optic networks, facilitating high-speed data transmission and connectivity. With over a decade of excellence, SMART Cell is committed to ensuring client satisfaction through a strong focus on quality, reliability, and customer-centered solutions.



# Mission

Our vision at SMART Cell is to become a global leader in cutting-edge telecom infrastructure, power systems, civil works, and fiber optics solutions. We're committed to driving the future of communication and connectivity through technology, innovation, and sustainability. Our goal is to create a world with seamless communication, accessible power, sustainable infrastructure, and fast, widespread data transmission. Through our dedication to quality, adaptability, and customer satisfaction, we aim to make a lasting, positive impact on industries and communities.

# Vision

At SMART Cell, our mission is to revolutionize global connectivity by combining our telecom infrastructure, power systems, civil works, and fiber optics expertise. We're committed to providing innovative, sustainable solutions for businesses and communities, offering seamless connectivity, reliable power, robust infrastructure, and efficient data transmission. With a decade of experience, we aim to surpass client expectations, build lasting partnerships, and advance society. Our customer-centric approach prioritizes integrity, professionalism, and operational



**Vision &  
Mission**



# Our Values



## Integrity

Upholding the highest ethical standards

## Sustainability

Prioritizing environmental responsibility

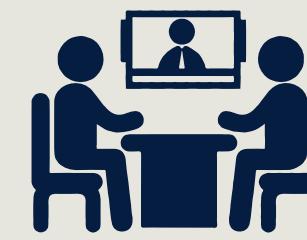


## Quality Excellence

Delivering top-notch solutions, always

## Safety and Well-being

Ensuring a safe and healthy work environment



## Customer Focus

Putting our clients at the center of all we do

## Professional Growth

Nurturing our team's skills and knowledge



## Innovation

Embracing creativity and adaptability

## Teamwork

Collaborating for collective success.

# SMART Cell OHS Policy

SMART Cell is dedicated to creating a safe and healthy work environment by adhering to international standards like ISO 9001:2015, ISO 45001:2018, and local labor laws, while also meeting sustainability benchmarks such as the Eco Vadis evaluation. We ensure all employees receive thorough OHS training from qualified third parties and continuous safety orientations to maintain high competence and adherence to safety protocols. Our workforce is actively involved in identifying, reporting, and addressing safety concerns through dedicated communication channels and elected safety committees.

In addition, employees are empowered to stop operations when risks are identified, supported by the "Penalty and Rewards rules" to ensure incident prevention and performance control. SMART Cell aims for "zero incidents" and "100% compliance" by setting measurable safety goals and promoting continuous improvement. We are committed to exceeding all legal health and safety requirements for the benefit of both our employees and the community.

# SMART Cell QUALITY Policy

**SMART Cell** is a telecom contracting company specializing in civil, power, and telecom services, offering expert installation and maintenance solutions, as well as manpower outsourcing. At SMART Cell, our commitment to excellence is unwavering. We prioritize customer satisfaction above all else, tailoring our telecommunications services to exceed their expectations. Through a culture of continuous improvement, we strive to innovate and enhance our services and processes continually. Compliance with country and customer regulations and standards is non-negotiable, ensuring the reliability and integrity of our operations.

We empower our employees to contribute their best, recognizing them as our greatest asset. Collaboration with stakeholders and communities is integral to our approach, fostering mutually beneficial relationships. Environmental responsibility is at the core of our operations, with sustainable practices integrated into every aspect. Data security and privacy are paramount, with stringent measures in place to safeguard sensitive information.

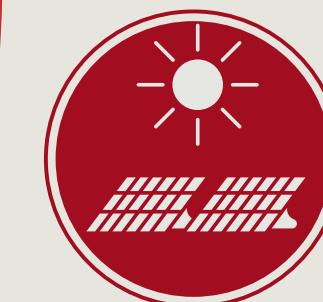
At SMART Cell, our Quality Policy drives us forward, ensuring that we remain a trusted leader in telecommunications services, known for our unwavering commitment to excellence and customer satisfaction.





# OUR SERVICES

# SERVICES



**Manpower Outsourcing:** SMART Cell offers efficient and reliable manpower outsourcing solutions. We provide skilled and trained personnel across various disciplines, meeting specific project requirements. Our focus is on delivering qualified professionals to support your projects and optimize operational efficiency.

**Telecom Wireless Installation and MW Installation:** We specialize in seamless installation of telecom wireless systems and microwave (MW) technology. Our expert team ensures precise and timely deployment, optimizing network connectivity and performance. SMART Cell's proficiency in telecom installations ensures enhanced communication capabilities and improved network coverage.

**Power System Installation, UPS, and Solar System:** SMART Cell excels in the installation of robust power systems, including Uninterruptible Power Supplies (UPS) and solar solutions. We design and implement power infrastructure that guarantees uninterrupted electricity supply, incorporating sustainable solar technology to reduce environmental impact and enhance energy efficiency.

**Civil Work Installation, Concrete Foundation, Towers, and Mast:** Our civil work installation services encompass concrete foundation construction for telecom towers and masts. SMART Cell prioritizes structural integrity and safety, delivering top-notch concrete foundations that provide stability and support to telecom infrastructure. We specialize in constructing reliable foundations for towers and masts, ensuring longevity and durability.

# SERVICES



**Fiber Optics Services (FTTH):** SMART Cell offers comprehensive fiber optics services, covering installation, testing, and maintenance. We facilitate high-speed data transmission by deploying and managing efficient fiber optic networks. Our expertise ensures seamless connectivity and reliable data transmission, meeting the growing demands of modern communication systems



**Data Center Solutions:** SMART Cell specializes in designing and implementing data center solutions to cater to the evolving needs of businesses. We ensure optimal utilization of space, energy efficiency, and secure data storage. Our solutions guarantee reliable and scalable data infrastructure, meeting the demands of today's data-driven landscape.



**Core Network Development:** SMART Cell excels in the development and enhancement of core networks. We design and implement resilient core network solutions that form the backbone of reliable communication systems. Our focus is on delivering high performance, low-latency networks to support critical operations and ensure seamless connectivity for your organization.

# Our Clients

Our goal is to exceed the quality expectations of our customers. This commitment starts with top management and extends through the entire organization. It is achieved through innovation, technical excellence and continuous improvement.



# PROJECTS



2010

- **Umniah**  
Site Cleaning  
Wi-Max Upgrade



2011

- **Umniah**  
MDS  
3G installation



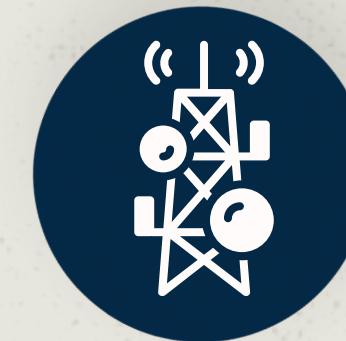
2012

- **Umniah**  
MOS  
3G installation  
Man power Outsourcing



2013

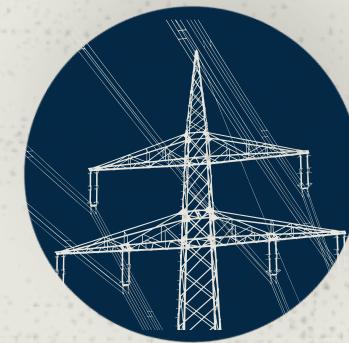
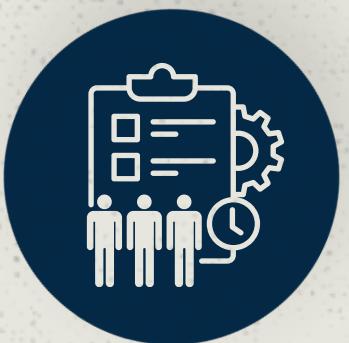
1- **Umniah**  
MOS  
MW Installation  
3G Installation  
Micro Cell Project EP  
Man power  
Outsourcing  
2- **ZTE**  
3G Installation



2014

1- **Umniah**  
MW SWAP  
MDS  
Power Swap  
3G Installation  
Man power  
Outsourcing  
2- **ZTE**  
3G Installation Man  
power Outsourcing

# PROJECTS



2015

**1- Umniah**

Man power  
Outsourcing MDS  
Preventive  
Maintenance 3G  
Installation

**2- ZTE**

3G Installation Man  
power Outsourcing

**3- Huawei**

Umniah Ph11 Orange  
Jordan Swap Project

2016

**1- Umniah**

Man power  
Outsourcing MDS  
Site Relocation MOE

**2- ZTE**

Man power  
Outsourcing

**3- Huawei**

Umniah Ph12  
Orange Expansion  
Project

2017

**1- Umniah**

Man power  
Outsourcing MDS  
Site Relocation MOE

**2- ZTE**

Man power  
Outsourcing

**3- Huawei**

Umniah Ph13  
Orange Expansion  
Project  
Zain TDD/MW  
IP core Networ

2018

**1- Uminah**

Man power Outsourcing  
MDS  
Site Relocation MOE Power  
Swap

**2 - ZTE**

MW & WI Installation  
Man Power Outsource

**3- Huawei**

Umniah Ph13  
Orange Expansion Project  
Zain TDD/MW  
IP core Network

**4- Nokia**

FTTH HC

2019

**1- Umniah**

Man power Outsourcing -  
Telecom,IT Developers Site  
Relocation Power Consumption

**2- Huawei**

Umniah core IP Orange Expansion  
Project 3D survey, MW m WL Zain  
AAU Replacment , MW, IP RAN, MDU  
IP core Network

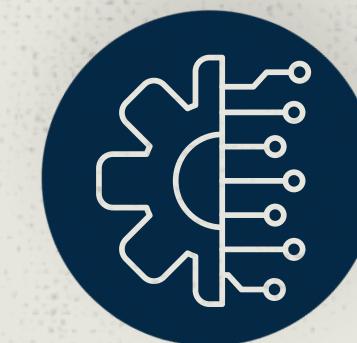
**3- Nokia** FTTH HC

4- SAEI Umniah MW survey and  
Installation .Site Construction

**5- Orange** Smart AC Meter

LTT WIMAX  
(HUAWEI & ZTE) Libya  
Site Construction Huawei & ZTE  
Algeria 3G, 2G expansion Project

# PROJECTS



2020

- 1- SEIA**  
project MW link installation
- 2 - Huawei**  
split sector and Orange network 2.6
- 3- Umniah**  
relocation site project
- 4 - Core network DWDM, OLT SK installation, 9K
- 5- Data center power system installation **Zain (Sudan)** Site Repair

2021

- 1- Umniah**  
Manpower Outsourcing & Wireless and MW installation
- 2- Huawei**  
Solar system Installation & Core network Installation
- 3- TASC Tower**  
2800 Site Audit , Civil work Tower installation & power Installation
- 4- Huawei**  
MW & wireless installation , Data center and Core Network installation with Fiber Optics

2022

- 1- Umniah**  
Manpower Outsourcing & Power system installation & Swap Telecom Site
- 2- Orange**  
Civil work , Mast and Tower installation & MW & Wireless Installation
- 3- TASC Tower**  
Civil work Tower installation & power Installation
- 4- Huawei**  
1100 sites wireless installation , Data center and Core Network installation with Fiber Optics
- 5- Ericsson**  
Swap and 5G installation for Umniah network
- 6- Nokia**  
Swap and 5G installation for ZAIN and Orange network
- 7- Fiber-tech**  
Manpower Outsourcing

2023

- 1-Umniah :** Manpower Out Sourcing  
New Site installation Telecom & Power  
MW links Swap and Installation  
Swap Power System  
Civil Work Installation Masts & Concrete base
- 2- NOKIA:** SWAP Power ,Telecom & add 5G for Orange Network  
SWAP Telecom & add 5G for ZAIN Network
- 3-Ericsson :** SWAP Telecom & Add 5G for Umniah Network  
MW link Installation & SWAP for Orange Network
- 4-ZAIN :** IBS site Installation  
Race way Installation In data Center
- 5-Orange :** Full Civil Work Installation , Tower , Mast and Concrete base  
Power System Installation  
Telecom Expansion Installation  
MW link Installation  
IBS Site Installation
- 6-Huawei :** Telecom Site Installation Orange Network  
Core Network Installation for Umniah & ZAIN & Orange  
Solar System Installation  
MW Link Installation for Umniah & ZAIN
- 7-TASC :** Full Civil work Installation , Tower , Base and Cable tray
- 8- Fiber Tech :** OLT installation  
Manpower Out Sourcing

# PROJECTS



**2024**

1. **Nokia** SWAP & 5G Add-On – Zain Network
2. **Nokia** SWAP & 5G Add-On – Orange Network
3. **Naitel** - Fiber FTTH Deployment
4. **Umniah** – Telecom, Power, and Civil Works
5. **Orange** – Telecom, Power, and Civil Works
6. **Ericsson** Core Network Installation – Zain Network
7. **Ericsson** MW Link Deployment – Orange Network
8. **Huawei** Core Network Installation – Zain Network



**2025**

1. **Nokia** SWAP & 5G Add-On – Zain Network
2. **Nokia** SWAP & 5G Add-On – Orange Network
3. **Naitel** - Fiber FTTH Deployment
4. **Naitel** -Submarine Cable Project – 4.5 km
5. **Umniah** – Telecom, Power, and Civil Works
6. **Orange** – Telecom, Power, and Civil Works
7. **Ericsson** Core Network Installation – Zain
8. **Ericsson** MW Link Deployment – Orange Network
9. **Huawei** Core Network Installation – Zain

# ACHIEVEMENT!

## CORAL BRIDGE SUBMARINE FIBER CABLE

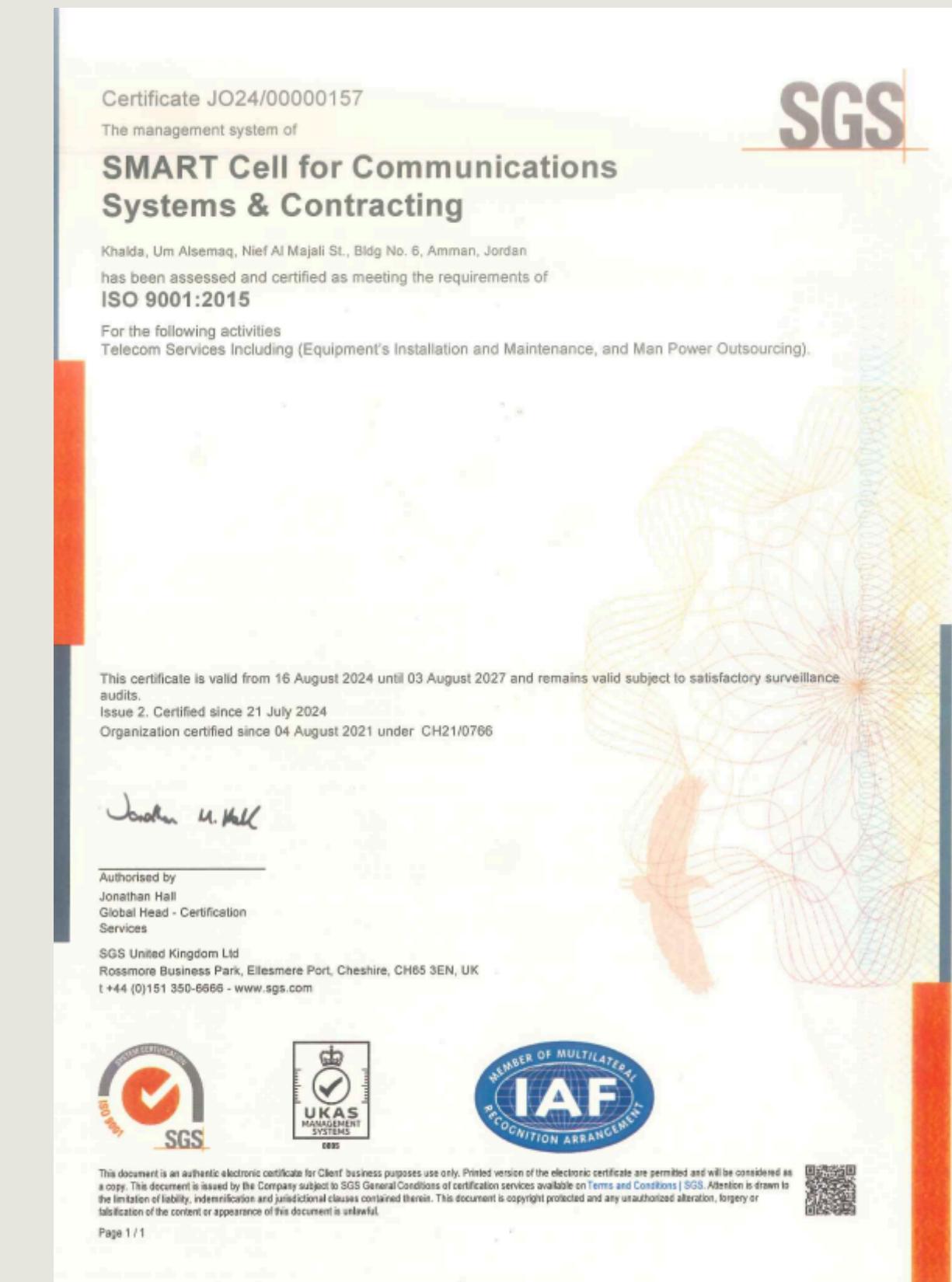
SMART Cell has played a key role in the successful landing of the **“Coral Bridge”** submarine cable in Aqaba – a vital link connecting Egypt and Jordan.

Our team was responsible for preparing the infrastructure from the beach to the digital hub in Aqaba and for pulling the submarine cable from the ship offshore to the landing point on the beach.



# Certifications

SMART CELL places great emphasis on the quality, reliability and safety of the services it offers. It does business in full compliance with the international standards on information quality and security, and has been certified under ISO 45001:2018 & ISO 9001:2015



# AWARDS

-2023 Public Safety Award | UMNIAH



-2018 Best Country Partner | HUAWEI MIDDLE EAST



-2016 Best Quality Partner | HUAWEI



-2017 Excellent EHS Management Company | HUAWEI

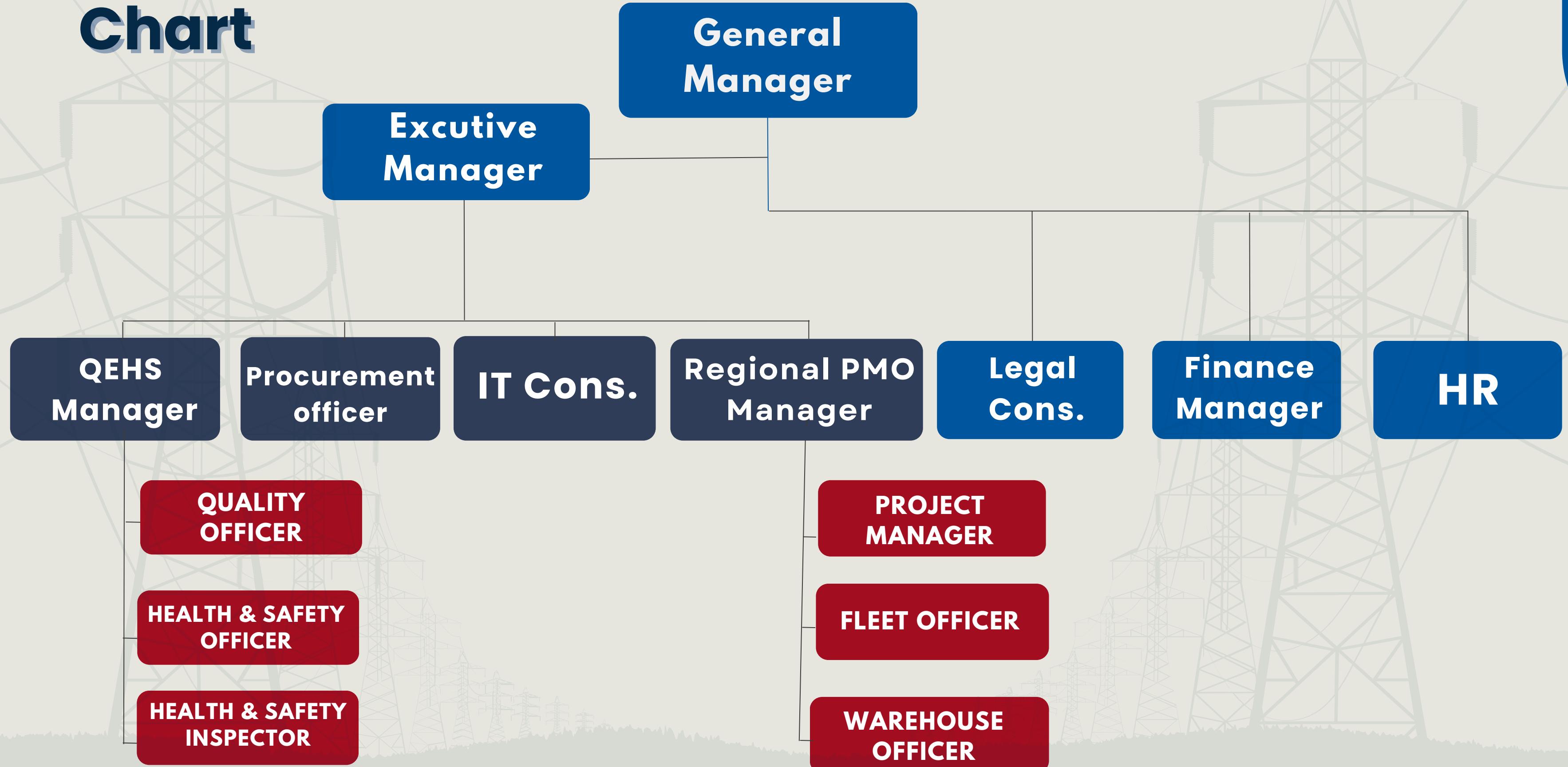


# Other Awards

At SMART CELL we set high performance targets for ourselves and we believe ,it is critical to report on our progress. As we work to deliver Performance with Purpose We are proud of the recognition we have earned for our performance over the years Below are some of the recent awards and honors we have received

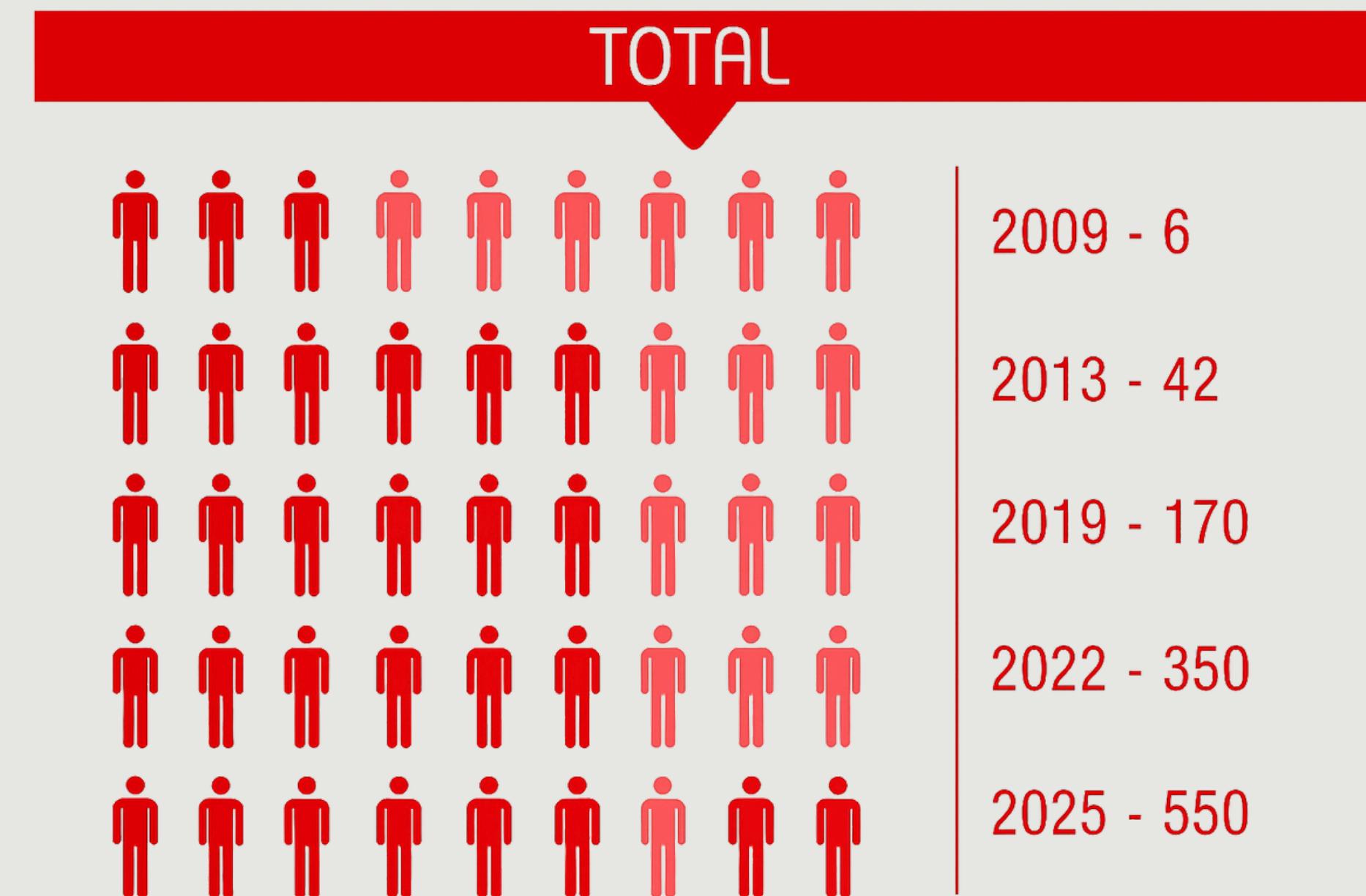


# Organization Chart



# Headcount

Since the Company first started up to this very day, its people have always been its main driver of growth, without whom it would have been impossible to guarantee quality of service to its customers. At SMART CELL we never set for anything less than providing you with speedy and reliable support. Relying on the strongest team of certified engineers, technicians and administrators, we are right there for your, ready to help with the most specialized issues. The below Chart illustrating the increase of the Employees Staff through the years:

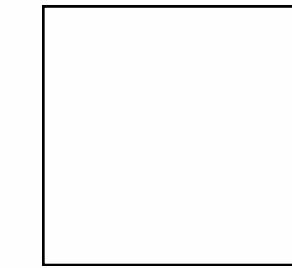


# BRAND GUIDELINES

## COLOR PALETTE



#EFEAE1



#FFFFFF



#C03435



#3D5073



#EA2528



#3176BA



#2E2D29

## FONTS

### ENGLISH

The Seasons

A a

Poppins

A a

### ARABIC

Kufam  
شركة الذكية  
الذكية

Amiri  
شركة الخلية  
الذكية

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The image shows a screenshot of a mobile application for SMART Cell. At the top is the company's logo, which consists of a red and blue stylized 'X' or 'K' shape inside a circle. Below the logo, the word "SMART CELL" is written in bold blue capital letters, with the subtitle "For communication system and contracting SCCC" in smaller blue text underneath. To the left of the logo, the year "2009" is displayed. To the right, there are two sets of numbers: "15+" above "YEARS" and "550+" above "EXPERTS". At the bottom of the screen is a blue button with the white text "DOWNLOAD BROCHURE" and a small download icon to its left.

**2009 15+ 550+**

FOUNDED YEARS EXPERTS

DOWNLOAD BROCHURE

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[www.ses-jo.com](http://www.ses-jo.com)

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