



BUILT CONNECTED SECURED

Saudi Bell
شركة مجموعة الجرس السعودية

SAUDIBELL PROFILE 2021

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COMPANY OVERVIEW

WHO WE ARE?

Saudi Bell has been providing the public and private sectors in the Kingdom with state-of-the-art integrated, end-to-end technology solutions and consulting services in Cybersecurity, Telecom, Network Infrastructure, and Physical Security. Our aim is to become the leading regional provider of these services and solutions, assisting clients all over the Middle East to establish a sustainable, prominent presence in their markets.

Throughout our history, we have always prided ourselves on respecting and valuing our clients, our partners and our employees above all else. We build relationships before we build businesses, and we ensure both are done with integrity, transparency and a commitment to delivering tangible value.

MILESTONES

Became a key provider for Information Technology, Telecommunications, and Physical Security

Established Dammam Branch

Expanding regionally to serve the Middle East

1985

1991

1996

1997

2000

2021

Saudi Bell was founded in Riyadh

Established Jeddah Branch

Aligned with new Telecommunications market policy



MISSION AND VISION



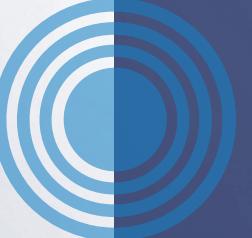
MISSION

Guided by Saudi Arabia's 2030 vision, we are committed to serve our clients through public and private sectors across all industries. We ensure to deliver the best-in-class integrated technology services and solutions to meet our clients' critical technical requirements.



VISION

To be the leading system integrator with high-level security measures in Saudi Arabia and the region.



FOUNDERS' MESSAGE



For over 30 years, **Saudi Bell** has proudly contributed to the technological advancement and security of Saudi Arabia. As the Kingdom now embarks on its ambitious journey towards achieving Vision 2030, we aspire to play a significant role in its future just like we did in its past.

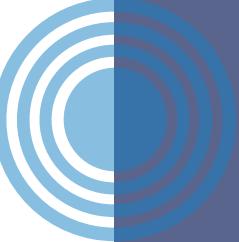
We are committed to empowering our nation to unlock the massive potential of its economy and its people by architecting and providing the most innovative and sustainable technology and security solutions. We will continue to work tirelessly and to expand our capabilities to help shape the future of the nation through the best integrated technology systems that ultimately improve the quality of life for every citizen, resident and visitor.

Furthermore, we are determined to carve a leading position for **Saudi Bell** in the regional market by expanding our value-adding services beyond the borders of the Kingdom and helping clients across the Middle East optimize their capabilities with our global-standard resources and solutions.

We continue to be motivated by our core values of integrity, commitment, excellence, innovation, differentiation and sustainability to deliver solutions that accelerate our clients' success and take their businesses to the next level.

Our long-term ambitions and strategies, complemented with our stellar team and superior technologies are paving the way for infinite possibilities, a bright future and a Kingdom with unstoppable power.





AWARDS AND ACCREDITATIONS



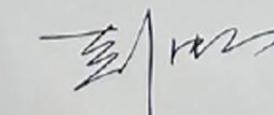
Huawei Enterprise Channel Partner Program



Gold Partner

Saudi Bell Company

Saudi Arabia 2021



President, Enterprise BG
Huawei Technologies Co., Ltd.



SAUDI BELL METHODOLOGY



PREPARE

Developing a strategy that best supports the requirements.



ASSESS

Identifying the requirements and assessing the challenges.



PLAN

Developing a project plan to manage the tasks, responsibilities, timelines and resources required for implementation

DESIGN

Comprehensive detailed design that incorporates specifications to support the implementation activities.



IMPLEMENT

Execute and build the designed/planned components.



DELIVER

Deliver the project after testing the availability, reliability, security, scalability, and performance.



SERVICES AND SOLUTIONS

Information Technology

Cyber Security

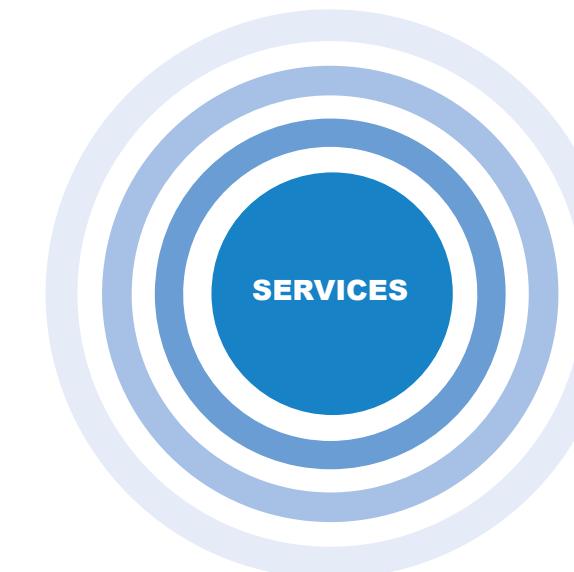


SECURED ACCESS TO DATA AND NETWORKS

Cyber security is vital for organizations to detect targeted network attacks and unauthorized sensitive data access. We protect businesses and organizations against threats by implementing state-of-the-art preventive security measures and frameworks, guaranteeing high quality and consistent availability of information system security at all times.



- Data Security
- Network Security
- Platform Security
- Management & Monitoring
- Application Security



- Governance, risk management, and compliance (GRC)
- Source Code Review
- SOC Assessments
- SAMA & ECC Compliances
- Security Awareness
- Risk Assessment

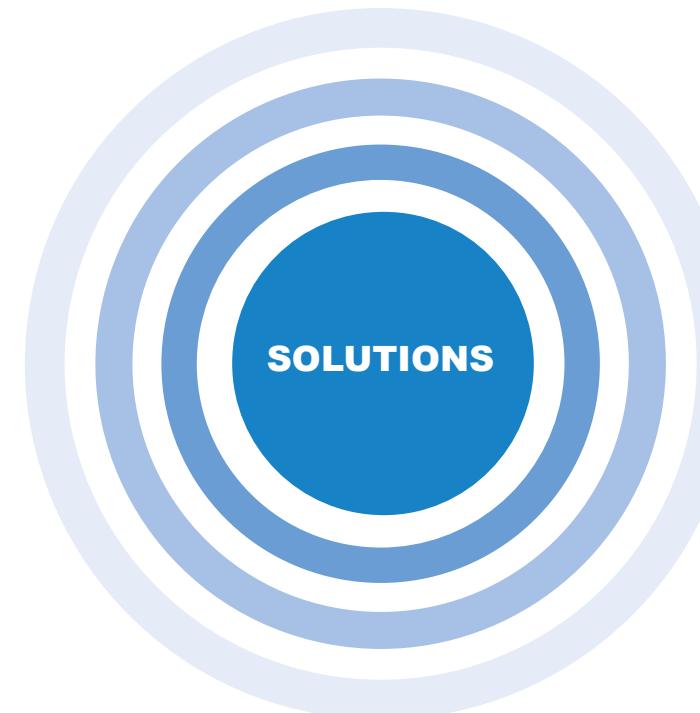
Information Technology

Digital Transformation Solutions



CONSTRUCTED AND WIRED FOR OPTIMUM SPEED AND CONNECTIVITY.

It is crucial to build a strong and reliable network infrastructure to allow businesses to form a solid foundation and a secure operation. We dedicate our well-built networks, skilled manpower and a variety of services and solutions to maximize productivity and ensure cost-efficiency.



- Call Centre Technology & Operations
- DC Design & Build & Connect
- Virtualization & Big Data Analytics
- Unified End-to-End Integrated Solutions

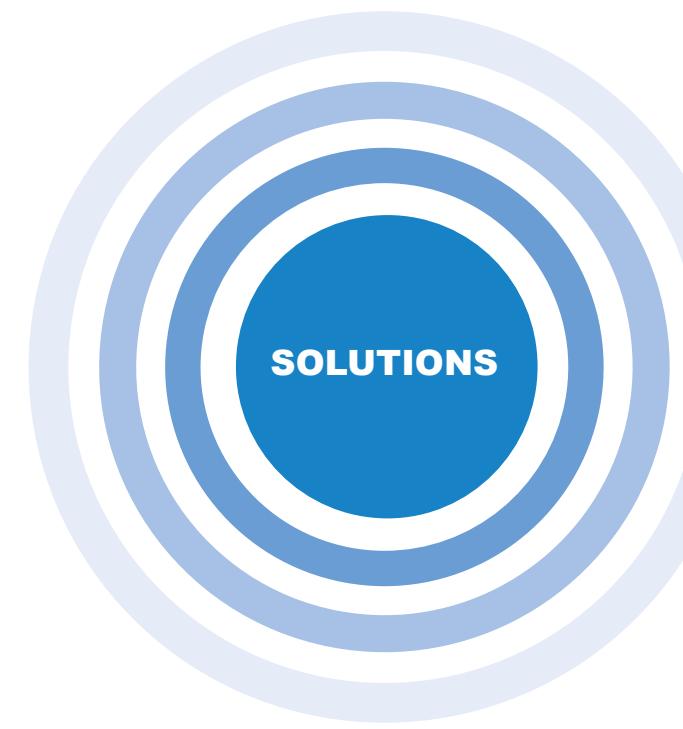
Telecommunications



ONE SIGNAL INITIATES EFFECTIVE AND UNIFIED COMMUNICATION.

Responding to the global high demand for digital data transmission in the market, there is a need for leverage advanced and efficient wireless technology. We design and deploy progressive unified communication systems to further enable secure and seamless exchange of information.

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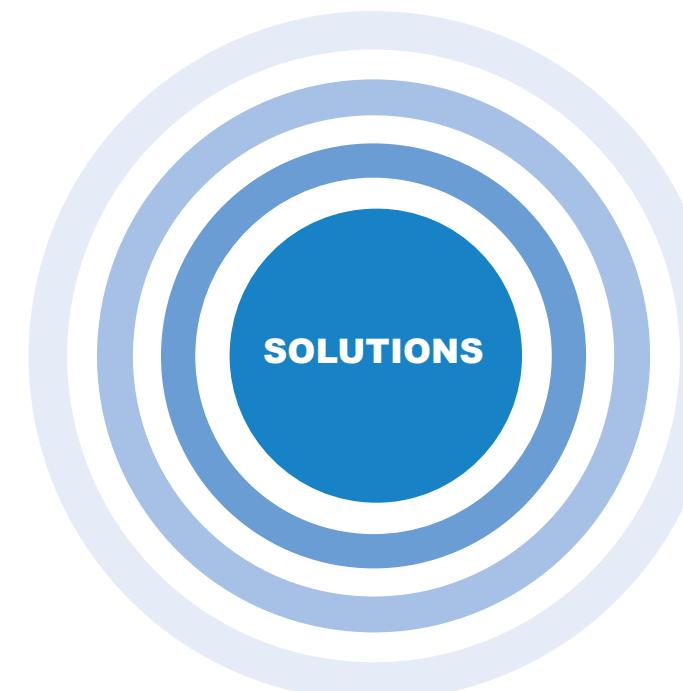
- **Wireless (VSAT, UHF, VHF)**
- **ISP & OSP (inside Plant & Outside Plant)**
- **Transmission**
- **Tetra**

Physical Security



PROTECTING FACILITY ASSETS FROM UNAUTHORIZED AND THREATENING ACTIVITIES.

Our specialized consultants evaluate and detect security threats and risks against individuals and properties. A customized security solution is designed and installed according to each client's needs, providing functional layers of integrated defense systems including fencing, intrusion detection, access control, screening and inspection.



- Explosives & Narcotics Detection
- Liquid Explosives Detectors
- GAMMA & CTX Scanners
- Perimeter Security
- Surveillance and Monitoring (CCTV)
- Optical Surveillance/Search
- Cargo Scanning (X-ray high energy)
- Conventional Machine (X-Ray)

MARKETS AND CLIENTS

MILITARY & DEFENSE



GOVERNMENT



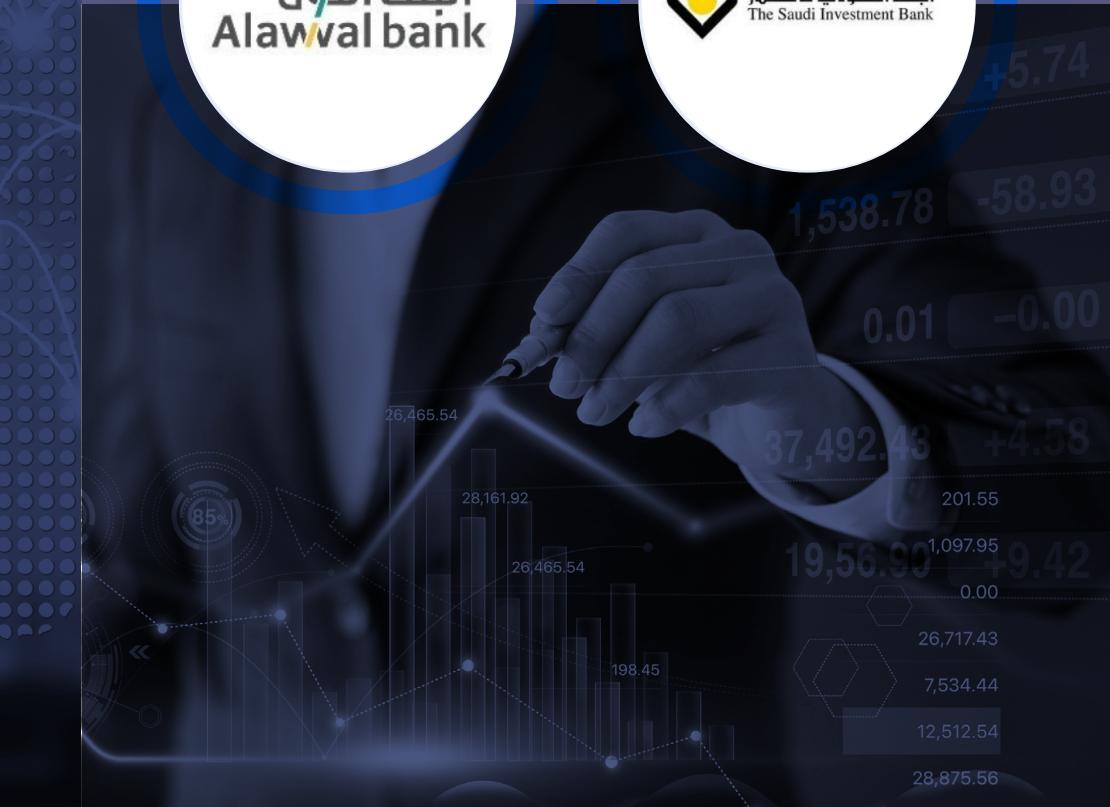
UTILITIES



TELECOM



BANKING



HEALTHCARE





PROJECTS



Ministry of Interior (MOI)

Unified Security Operations Center – Riyadh

Supply, Installation and operation of a Unified Security Operations Center 911.

An integrated IT/GIS system connecting all Command, Control and Security systems of MOI departments under one platform..



Riyadh
Municipality

Data Center Project



MOD
Royal Saudi Air Defense Forces (RSADF)

Telecom & IT Infrastructure Project



Royal Saudi Air Defense Forces (RSADF)

Supply and Installation of IT &
Communication Infrastructure Mobile
Tetra radio



Ministry Of Defense (MOD) Strategic Missile Force

Tetra Radio Project



Saudi Telecom Company (STC) & Mobily

FTTx/OSP



Saudi Railway Security Project

Six stations (Riyadh, Majma, Qasim, Hail, Al Jouf and Goriyat)



Saudi Customs High Energy 6 x-ray Mobile Scanners

Jubail port, King Abdulaziz port Dammam, Al Raqeい،
Jadedah, Hadith, King Fahad Causeway and Halat Al Ammar.



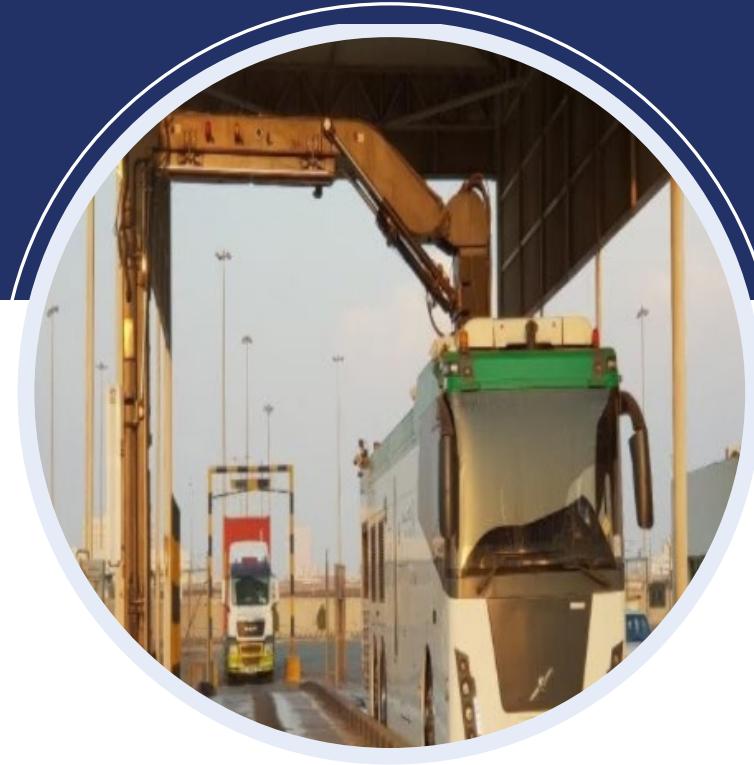
King Khaled International Airport
Advanced Visual Docking Guidance
System Project

- Landside IP CCTV
- Complete LAN Network (Passive Components)



GACA
ETDS-Explosives Trace Detection
System Project

27 Airports



Saudi Customs
High Energy 9 Mobile Scanners
Projects

Success Stories



SAUDI RAILWAY COMPANY



PROJECT BRIEF

Saudi Railway Company (SAR) must always maintain state-of-the-art security and safety standards while linking vast regions within the kingdom. Saudi Bell had to build and integrate a security system as well as install baggage X-Ray machines, automated tray return system (ATR) and walk-through metal detectors for six railway stations in Riyadh, Majma'a, Qasim, Hail, Al Jouf and Goriyat.

CHALLENGES

Due to limited space, it was challenging to fit the standard ATR machine in the above locations. Additionally, the involvement of many parties from different countries demanded thorough daily coordination throughout the process to keep a stable flow of operations and constant, clear communication.

INNOVATIVE SOLUTIONS:

To redesign the X-Ray and ATR machines with the help and support of the client and trusted manufacturers. The project, which was successfully delivered in 2017, was a great success with exceptional outcomes.

SAUDI CUSTOMS AUTHORITY



PROJECT BRIEF

Saudi Customs Authority aims to protect the country efficiently and effectively through its logistic operations. To improve customs operations, Saudi Bell had to design a security infrastructure project of supplying trailers and container scanners for a number of locations.

CHALLENGES

The logistic challenge was to transport X-Ray accelerators from seaport to all different remote sites, while avoiding leakage of high energy x-ray radiation.

Due to the use of high energy x-ray radiation while scanning, the safety challenge was to protect against x-ray leakage.

INNOVATIVE SOLUTIONS:

The transportation of the X-Ray accelerators was done using low bed trailers with very strong suspensions, and special designs to protect against x-ray leakage. The whole civil construction and logistics were done by the Saudi Bell team and a radiation test was conducted to ensure expected high levels of safety.

During the project implementation, challenges were overcome due to the conscientious coordination between the client consultant and the system manufacturer.

ROYAL SAUDI AIR DEFENSE FORCES



PROJECT BRIEF

Saudi Bell was assigned to execute one of the RSADF projects, to implement and configure the Milegate MPLS -TP systems on multiple Air Defense sites in Riyadh, Dammam, Hafar Al Batin and Tabuk.

CHALLENGES

The main challenge was to integrate the new systems with the existing network of the MODA which implements a high security protocol and involves numerous military branches -such as Navy, Land Forces, Air Defense- that share the same network. Prior to the incorporation of the new MPLS-TP system, the existing network had to be temporarily deactivated.

INNOVATIVE SOLUTIONS:

Therefore, a proper deactivation plan was applied before the integration and insertion of the new system. The maintenance team from Saudi Ericsson and the installation team from Saudi Bell collaborated to do the required configuration and VLAN assignments for each system. Fiber optic core assignment was prepared and tested. Actual cut over activity was done swiftly with precision to avoid extended downtime on the multiple networks impacted by the activity. Verification and testing were done to confirm the new system is working after cut-over is executed. With the impact on multiple military networks and systems, and limitations for accessibility on existing systems, Saudi Bell encountered difficulties pertaining to activating and integrating the new MPLS System. All efforts paid off after a successful link completion that witnessed numerous entities collaborating to bring the project into an encouraging accomplishment. Saudi Bell's detailed planning and coordination with counterparts that participated in the integration and cut over was a key factor. The said tasks were able to meet the target downtime thus effectively minimizing margins for errors.



OUR PARTNERS



TELVENT



veeAM

vmware®

McAfee™

ASQELLA



Eventide®



OTN Systems

SYSTIMAX®
SOLUTIONS

HOTZONE®
SOLUTIONS
GROUP



JOTRON

L3 communications
Communication Systems-West

SITTI
Integrated Solutions
for Air Traffic Control
and Operations Rooms

FREEWAVE

PANDUIT®

DORLET



DATRON

NUCTECH

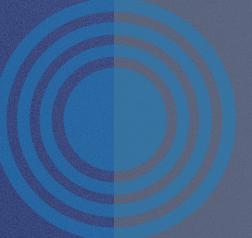
ABC
Avon Barrier

leidos

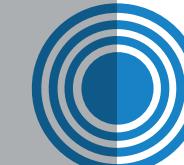
Rapiscan®
systems
An OSI Systems Company

FORTINET.

GATEKEEPER
Intelligent Security



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Saudi Bell

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