

# Dubai Advanced Technology

## Company Profile

Providing Mission Critical Power Solutions and Peripheral Security in Iraq since 2004



ADVANCED  
TECHNOLOGY

Visit our Web Site: [www.dat-me.com](http://www.dat-me.com)



Dubai Advanced Technology was established in 2004 as a specialist value-add distributor of Power Solutions into Iraq.

Our highly trained and experienced staff deliver outstanding support and unmatched relationships to our vendors and channel partners, including solution configuration, design, sales consultancy, logistics, installation, service solutions both on and off site, channel marketing support as well as in-county availability of product for immediate deliveries.

## **ABOUT Dubai Advanced Technology**

Dubai Advanced Technology in the UAE comprises of our Head Office which is registered in Ras Al Khaimah Free Trade Zone and our offshore trading entity which is registered in Jebel Ali Free Trade Zone, providing access to secure Banking, Finance and Regional Inventory.

Within Iraq we have wholly owned local licensed offices with Sales, Service, Technical Support and local inventory of fast moving items in Basra, Baghdad and Erbil.

Dubai Advanced Technology is the leading Value Add Distributors (VAD) of Power Protection, Power Distribution, Power Management, Data Centre Infrastructure, Power and Cooling solutions, ranging from Surge Arrest Solutions through to Mega-Watt Uninterruptible Power Supply Solutions, along with all the related peripheral products ranging from KVM Switches, Perimeter Security, Racks, Cable Management and Software Solutions.

As a focused Value Add Distributor of Schneider Electric, APC and Pelco, we have a portfolio of best in-class products, services and solutions from a leading European Vendor.

Our highly qualified staff provide outstanding support and unmatched relationships with our vendor and channel partners, in an extremely difficult and insecure market place.

## **Our Philosophy**

Since our inception in 2004, we have focused on building an unrivalled network of Channel Partners across Iraq, giving us a presence in every corner and every market sector in the Country, from Retail through to Enterprise sectors. We deliver targeted Sales and Technical training to these partners on a regular basis and work with our Vendors to hold annual Partner Conferences. The development of the skill sets of these partners is a critical element of our success, whether the training is in the form of Web-based, on-site or through joint customer visits. It is this long term investment in our Channel that has bred the professionalism and loyalty that is unrivalled within marketplace.

In tandem with our partners we then work directly with major clients to specify and then design solutions and to provide Installation, Service and Support capabilities. It is our ability to work in these areas that has seen Dubai Advanced Technology win major Infrastructure contracts within the Oil, Telecommunications, Medical, Government and Security sectors.

Across our 3 Offices in Iraq we have 10 Sales staff who are supported by 10 fully qualified Power, IT and Networking Engineers and 5 "super-user" DataCentre University Graduates who are able to design and deliver complex multi-million Dollar solutions. We also employ a number of Personal Protection and Security Specialists.

No other distributor has the dedicated account managers and specialists who understand and provide support for finance, logistics, marketing, technical and professional services, and training.

Our Engineers are certified in the Design and Installation of Power, Cooling, Rack and Cabling Solutions as well as Maintenance and Warranty support. Complex Mission Critical Solutions need fast response on-site service, with Engineers based across Iraq, Dubai Advanced Technology is uniquely positioned to meet the demands of this complex market.

### **Our Vendors**

APC by Schneider Electric

Provide Power, Cooling and Management solutions for differing market sectors:

Home & Office

AV and Home Theatre

Server Rooms

Data Centres

Secure Power for Industrial Applications

MGE Galaxy 3-Phase UPS systems

Pelco by Schneider Electric

Provide IP based Video Security solutions for Peripheral Security applications including Cameras, Video Management and Accessories



## Our Events

We hold annual Partner Conferences for our Vendors, bringing the clients to our Vendors. Extensive Technical Training Seminars are mixed with World Class Business Skills training to ensure that our clients are fully versed not only in the latest Technology, but also in the tools they need to improve their success as Businesspeople.



Educate and Motivate is the dominant theme of our Annual Events.

With many of these having been held outside of Iraq since 2004, we have given our clients the opportunity to travel and experience differing cultures, we have provided training in multiple languages. To facilitate Demand Creation, we alternate our events between Partner Education and "End User" education.

To ensure that our offerings are Best in Class we retain World Class consultants in the fields of Channel Management, Data Centre Audit, Marketing and HR based in London, Dubai and Zurich.



Our core belief is that along with investment in the development of the Technical Skills of our partners, our events also focus on Fun and Team Building to ensure that they maintain a close sense of loyalty to us and our Vendors



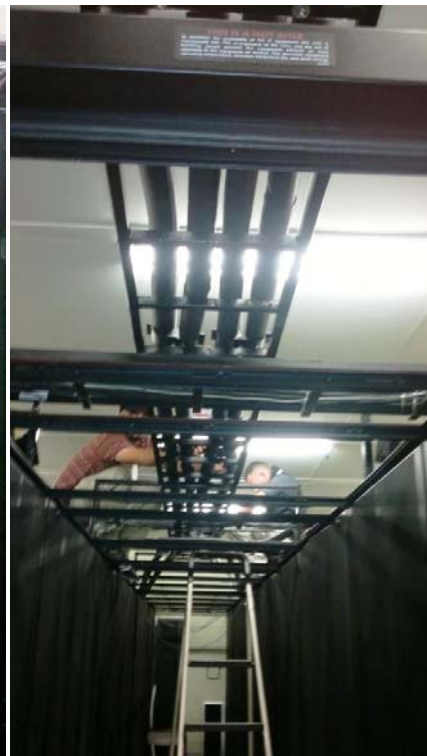
We also participate regularly in Electronics and Security related Trade Shows in Iraq, providing a secure environment for our Vendors to join us in-country to meet their client base face to face



## Our Clients

We have major Mission Critical 3-Phase and Data Centre Infrastructure installations across all sectors of Iraq, Government, Security, Telecommunications and Oil and Gas.

We support the operations of numerous major Multi-National Corporations as well as Local Entities in all of these sectors.



## Our Awards

Dubai Advanced Technology has consistently been recognized for outstanding performance by our Vendors. Awards include EMEA Infrastructure Partner of the Year as well as regular Middle East Value Add Distributor of the Year Awards.





**For more information on our Technology, Services and Products, visit our website: [www.dat-me.com](http://www.dat-me.com)**

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