ICTS
Information & Communication Technology Solutions

Tangible **Results** &
Excellent Value

INDEX

DATA CENTER DESIGN

■ DELIVERABLES: SITE SELECTION ■

• Work on site selection
• Review short list of qualified sites – up to 2 sites
• Perform site inspections
• Make recommendations for site development
• Provide program document

■ DATA CENTER STRUCTURAL LAYOUT ■

• Structural Considerations
• Raised Floor
• Aisles and Other Necessary Open Space

SCHEMATIC DESIGN

- Develop project requirements based on needs assessment
- Develop Interior Blocking Layouts for general room locations, IT equipment, and support system equipment
- Further develop Electrical and Mechanical Riser Diagrams
- Develop Exterior Shell Recommendations
- Provide local Code Review
- Schematic Narrative

## DATA CENTER SUPPORT SYSTEMS

- Space and Weight
- Power Requirements
- HVAC and Air Flow Requirements
- Planned Redundancies

CONSTRUCTION DOCUMENTS

- Preparation of multiple (2-3) "high level" design schemes for the Architectural, Mechanical, and Electrical infrastructure to assist in pricing evaluations
- Prepare multiple raised floor equipment layout schemes for review and approval with client's IT department
- Develop Support System Equipment Sizing and Layouts
- Develop Furniture Blocking Layouts
- Identify Exterior Building Shell Materials
- Develop Support System Pathways concepts
- Develop Exterior Support Equipment Farm area and sizes (Cooling Towers, utility transformers, etc.)
- Develop Exterior Site Plans
- Develop Fire Protection Plans
- Develop Security System Plans
- Create Telecommunications Physical Topology Plans
- Develop Design Development Narratives
- Develop Exterior Utilities routing (electrical, telecommunications, sewer, water, etc.)
- Develop Parking Area Plans
- Design Structural Support systems including steel and foundations
- Develop Retention and Drainage

DETERMINING DATA CENTER CAPACITIES

- Data Center Capacities
- Purpose of Rack Location Units (RLU)
- Determining Criteria for RLUs (Power, Cooling, Weight, Physical Space, Functional Capacity)
- Creating RLU Definitions
- Using RLUs to Determine In-Feed Capacities
- Planning for Equipment Layout
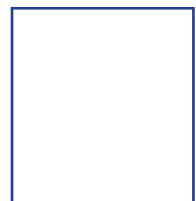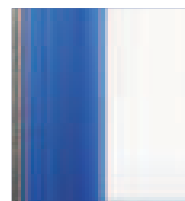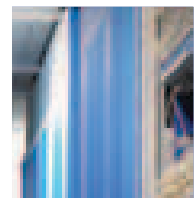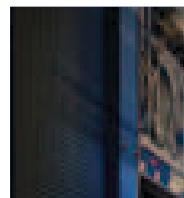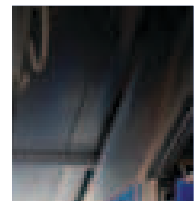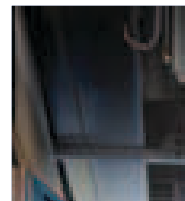
MANAGEMENT SYSTEMS

- Interaction (Bi-directional) of subsystems
- Open protocol
- Extendable
- Flexible workstations
- Site monitoring systems

RAISED FLOORING

- Anatomy of a Raised Floor
- Floor Height
- Support Grid
- Floor Tiles
- Plenum
- Wire ways and Outlets
- Cable Trays
- Placement of Wire ways and Cable Trays
- Routing Wires and Cables
- Ramps and Lifts
- Floor Load Capacity
- Air Flow
- Fire Rating
- Local Building Code
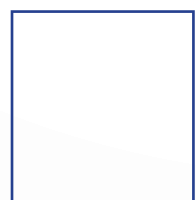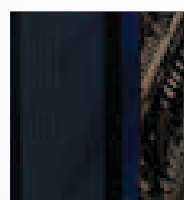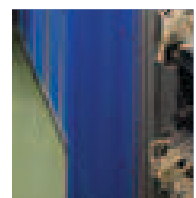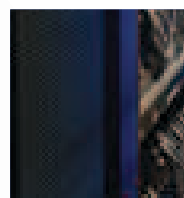
COMMON DESIGN CONSIDERATIONS ■

Power Distribution

Power Distribution System De-sign
• Assessing Power Requirements
• Multiple Utility Feeds
• Uninterruptible Power Supply
• Backup Power Generators
• Sharing Breakers
• Maintenance Bypass
• Installation and Placement

Grounding and Bonding
• Compliance with the TIA ANSI-J-STD-607A
• Equipment Grounding Conductor Impedance
• Signal Reference Grid
• Recommended Practices

Input Power Quality
• Power Conditioning Technology
• Harmonic Content
• Voltage Spikes
• Lightning Protection
• Emergency Power Control

Wiring and Cabling
• Higher Amps and Single-Phase or Three-Phase Power Distribution Units
• Electromagnetic Compatibility
• Electrostatic Discharge

HVAC and Other Environmental Controls
• Temperature Requirements
• Relative Humidity
• Corrosion
• Electrostatic Discharge
• Air Conditioning Systems
• Chilled Liquid Systems
• Dry Conditioning Systems
• Planning Air Circulation
• Downward Flow System
• Overhead Air Handlers
• Centralized Air Handling
• Placement of HVAC Units

Humidification Systems
• Monitoring Temperature and RH Levels
• Monitoring System
• Air Conditioner and Humidifier Set-Points

Avoiding Hazards
• Types of Hazards
• Safety and Security
• Personnel Health and Safety
• Fire
• Fire Prevention
• Physical Barriers
• Fire Detection Systems
• Fire Suppression Systems
• Manual Fire Suppression
• Flooding
• Avoiding Leaks
• Miscellaneous Disasters
• Security Problems
• Noise Problems
• Placement of HVAC Units

Mechanical Support Systems
• Cooling the Data Center
• Hot and Cold Isles
• Water Cooling
• Air Distribution
• Tile Placement and Air Flow
• Hardware Rack Placement
• Supply Air Plenum Integrity

Design Options & Considerations
ICTS approach to designing Data Centers to internationally recognized standards includes the telecommunications standard TIA

■ TIER CLASSIFICATIONS ■

Tier I: Basic Infrastructure
Tier I is composed of a single path for power and cooling distribution, without redundant components, providing 99.671% availability

Tier II: Redundant Components
Tier II is composed of a single path for power and cooling distribution, with redundant components, providing 99.741% availability

Tier III: Concurrently Maintainable
Tier III is composed of multiple active power and cooling distribution paths, where only one path is active, has redundant components, and is concurrently maintainable, providing 99.982% availability.

Tier IV: Fault Tolerant
Tier IV is composed of multiple active power and cooling distribution paths, has redundant components, and is fault tolerant, providing 99.995% avail-ability.

DATA CENTER NETWORK SOLUTION

CHALLENGES

Knowing that nowadays companies are highly dependable on their Data Center, the likelihood of an interruption is increasing. Therefore, it is crucial that the Data Center Vbe designed to ensure continuous and reliable access to company valuable information at all times. Companies' reputation today cannot afford Data Center Vdowntime. Availability is not achieved through simple Vpreventative methods; it is the result of a life-cycle approach. VStatistics have revealed that human factor is the higher Vgenerator of Data Center interruption, therefore ICTS implements in its approach technology standards and best practices to achieve business continuity. ICTS realizes that each company has its own Data Center needs such as security, scalability, connectivity, availability, manageability, etc. For that reason, we offer tailor-made solutions and Vprofessional services to our customers, based on their Data Center, LAN and WAN infrastructure and Network Infrastructure Services.

BENEFITS

ICTS Data Center network infra-structure solutions consist of a full range of technology products and services portfolio complemented by a four-year experience in many of the largest IP networks in the Gulf and the Middle East. Most of the key government and telecom service providers in the ME and the Gulf Region have chosen ICTS to be their supplier of Data Center solutions and services. In Data Center network infrastructure solutions, ICTS is distinguished by the high performance network connectivity, network security, cost effectiveness, and the optimized delivery we provide to our customers.

The main benefits of implementing Data Center network infrastructure solutions are to:
Rapidly adapt to new trends in the market and facilitate the implementation of new technologies

Secure the protection of the user sessions during deliberate and accidental downtime.

Optimize server resources through load balancing and offloading routine functions, preserving valuable server cycles for dynamic, complex transaction processing.

Cope with the business future needs for growth through smooth application and server scalability.

SERVICE OFFERINGS

ICTS is committed to deliver on-time solution and within budget by combining technical expertise and service quality. Throughout the project implementation and lifecycle, ICTS will provide your company with the below mentioned deliverables:

• High Level Network and Systems Architecture Design
• Low Level Routing and Switching, and Servers Design
• LAN Implementation
• nfrastructure Services
• Directory Services
• Storage and Backup
• WAN Implementation
• Security
• Network Monitoring
• Training, and
• Documentation

BENEFITS

ITDR, if implemented properly, will ensure your company's survival and continuation in the market despite any event that might occur. The major benefits from developing an IT Disaster recovery plan are:

• Lower costs or losses of serious incidents
• Reduce interruption to normal operations
• Ensure organizational stability
• Protect company's information
• Increase IT and information security safe-guards
• Develop effective backup and recovery strategies to lessen the impact of a disaster
• Avoid business failure caused by an unfortunate event
• IT Disaster Recovery Life Cycle

DATA CENTER NETWORK SOLUTIONS LIFE CYCLE
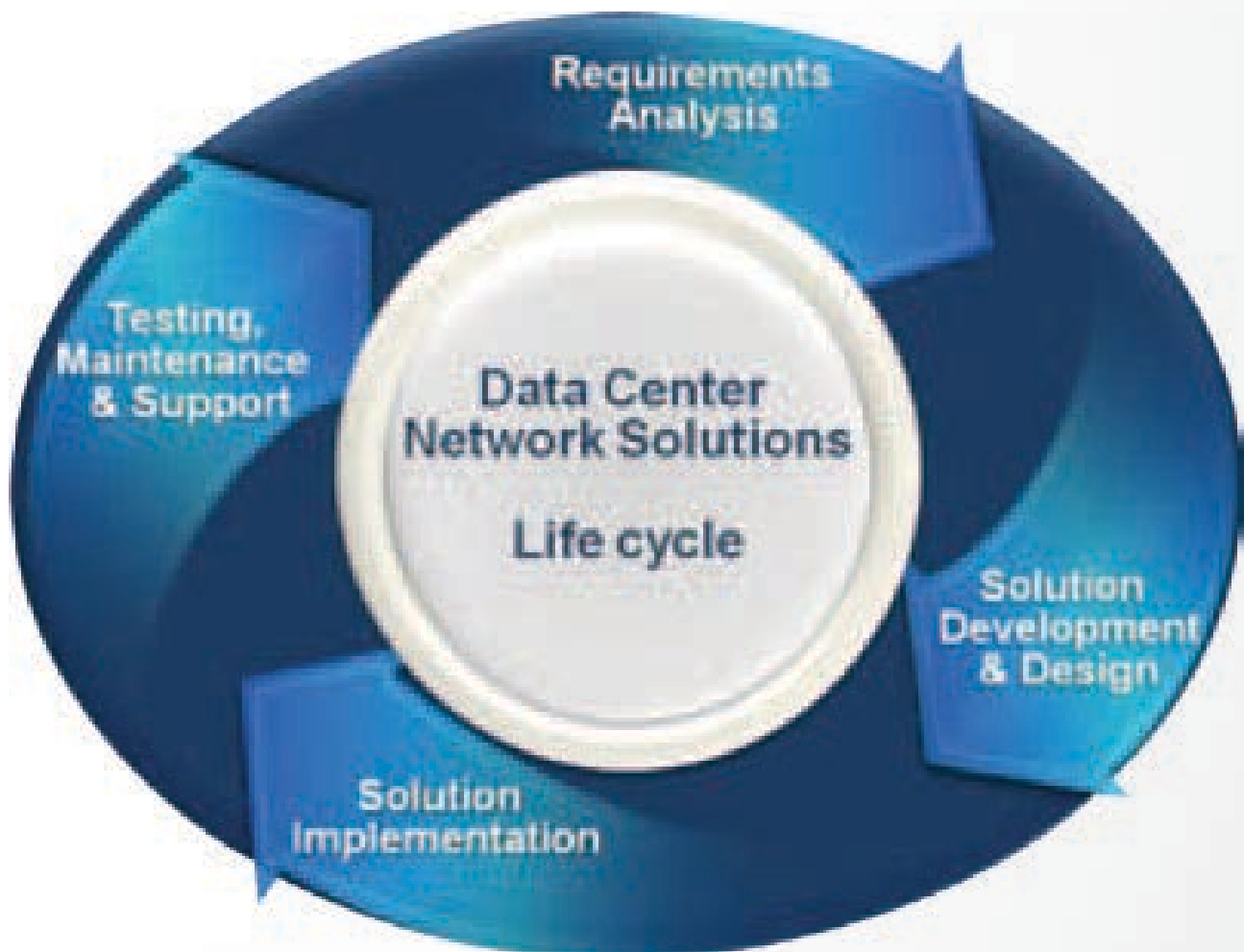
NETWORK INFRA-STRUCTURE OPTIMIZATION

◼ OVERVIEW ◼

Network Infrastructure Optimization is to continuously improve companies' IT infra-structure whose capabilities
and maturity improvements are highly connected to the company's future growth and business needs. In order to move from a reactive to a proactive IT service management approach, companies should undergo a
continuing process that will enable them to decrease the cost of ownership and network complexity, and improve security, reliability, and efficiency level. Network Infrastructure Optimization will make from IT Infrastructure an asset on which companies can rely to enhance their business performance.
The goal of Network Infrastructure Optimization solutions is to take full advantage and capabilities of our customers' investment in the network and thus help them increase their return on technology and network in-vestment. Several network optimization ser-vices are available to make sure that net-works are working securely and at maximum efficiency.
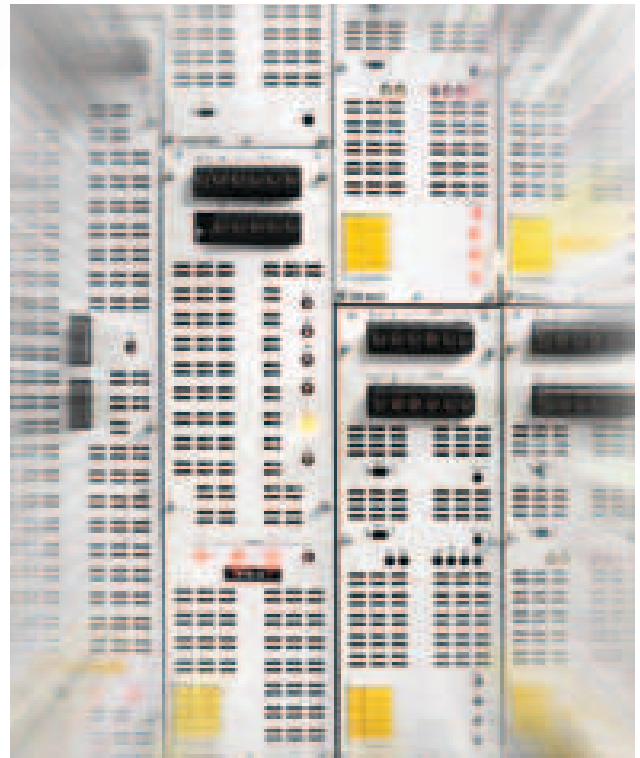
◼ BUSINESS NEEDS ◼

The Communication Network is the answer to business productivity and competitiveness. IT infrastructure is the critical basis which links all the network components that a business needs in order to function effectively, efficiently, and successfully.
ICTS provides Network Infrastructure Optimization solutions that help our customers improve their network security and flexibility platform and get rid of their technology problems that stop them from achieving their business goals. The solution is implemented taking into consideration the unique needs of each customer. Therefore, all our solutions are tailor-made based on customers' requirements making the Network Infrastructure more effective, cost-efficient, flexible, and easy to man-age, secure, and reliable.

■ BENEFITS ■

Moving toward a proactive Network Infra-structure by identifying the possible bottle-necks in the Network Infrastructure will result in:

• Security improvement
• Automating many manual and time-consuming tasks
• Troubleshooting complexity reduction
• Efficiency enhancement
• Removal of unnecessary configuration
• Implementation of the ‹best-practice› configurations
• Cost Reduction
• Manageable infrastructure

■ SERVICE OFFERING ■

ICTS is committed to deliver on-time solution and within budget by combining technical expertise and service quality. Throughout the project, ICTS will rely on ITIL change management processes in order to enhance your network infrastructure. Thus the project implementation life-cycle will be as follows:

• Project Charter to define scope of work exactly
• Site Survey
• Design
• Passive Implementation
• Circuit Provisioning
• IP Addressing
• Active Equipment BOQ and Delivery
• Request for Downtime
• Request for Change (RFC)
• Active Implementation
• Documentation, and
• Handover.

PERFORMANCE
ENGINEERING

■ OVERVIEW ■

Organizations today have a large number of servers, most of which are underutilized. Several industry researches had showed that servers usually operate at 5% to 20% of full processing capacity. Underutilization had lead to an increase in data center costs, which is distributed between money spent on power, cooling, floor space, administration,and soft-ware license fees.

In addition, underutilized servers hinder business agility and quickness. Therefore, it becomes more and more difficult to align servers with the changing business needs. ICTS Performance Engineering consists of Server Virtualization and Consolidation. Once implemented, Performance Engineering brings measurable benefits to companies such as simplified operations, better re-source utilization, and cost-effective scalability to meet ever changing business needs.

■ SOLUTION ■

Methodical, data-driven planning is critical to establishing low-risk and highly efficient virtualized infrastructure. ICTS Performance Engineering enables IT organizations to operate the most cost effective virtualized data center Technology which continually captures and analyzes technical, business, and resource constraints to safely guide workloads to the right physical or virtual infrastructure.

PERFORMANCE ENGINEERING LIFE CYCLE

1- Establish scope and goals
Data center consolidation vs. server consolidation
High Level business-oriented system at-tributes

2 - Attribute-Driven Macro Analysis
Import business attributes (location, role, environment, primary application)
Intersection analysis against high-level business constraints
Prioritize high-level regions of environment

3 - Gather Detailed Intelligence
Audit/import configurations (Integrated audit process)
Audit/import workloads
Audit content gap analysis to determine data completeness

4 - Data-Driven Macro Analysis
Per-region aggregate utilization
Visualization of OS and business boundaries
Establish absolute and negotiated constraints

5 - Micro Analysis
Risk Assessment
Multi-strategy analysis process
Lifecycle-specific approaches

6 -Technology Decision Point
Target server vendors, blade strategy, VM technologies
Database and middleware standardization
Standard OS configurations/builds
Hardware and OS technology migration plans

7 - Business/Application Owner Engagement
Data-driven discussion of plan and impact
Review absolute constraints
Refine negotiated constraints and iterate if necessary

8 - Server Consolidation Implementation
Analysis "snapshot refresh" to ensure data currency
Remediation of specific server settings
Staging and vetting of new configurations
Implementation via internal resources or services partners
Process control (PMO, change/release management)

9 - Data Center Consolidation
Pre-consolidation to minimize heat, power and swing gear requirements
Overall move strategy (swing, lift and move, net new)
Validation of target environment
Further consolidation of combined servers

10 - Ongoing Optimization
Post-implementation review
Ongoing forward consolidation, rebalancing, deconsolidation
Ongoing optimization through dynamic capacity management, rebalancing, placing new workloads, deconsolidation
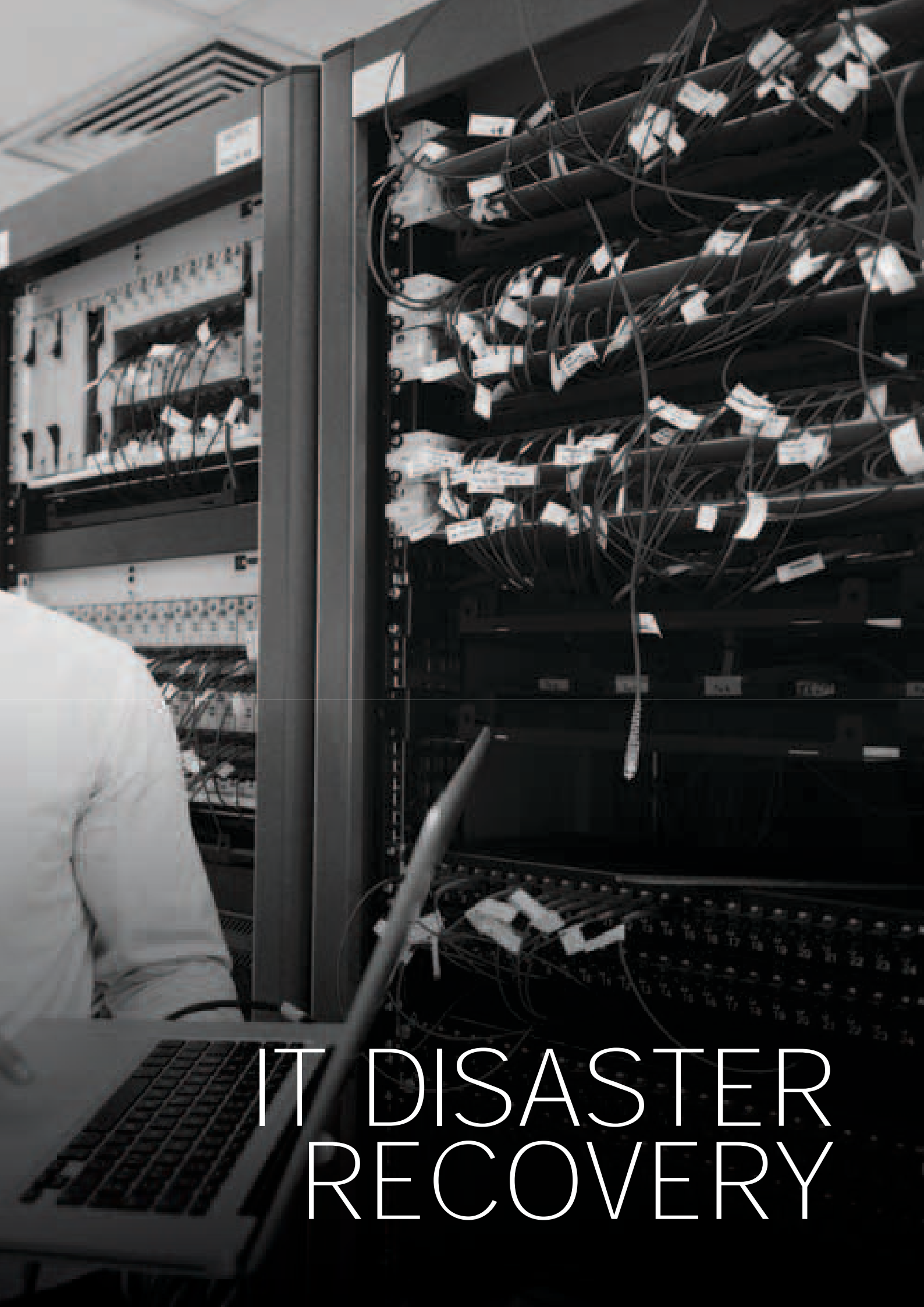
IT DISASTER RECOVERY

◼ OVERVIEW ◼

IT Disaster Recovery (ITDR) is designed to ensure the continuation of major IT functions in the event of a disaster and to secure the resumption of business activities to their normal state of operations. ITDR consists of a series of activities that minimize the impact of unplanned outages on the critical business processes and ensure high-availability of data, systems, and even the entire data center. Unplanned outage can result from viruses, hacker attacks, computer malfunction, electric power failures, natural disaster, etc.
The focus of ITDR will be a practical one. Good disaster recovery planning is about identifying those business processes and their related IT/IS resources that are truly critical, Developing realistic recovery objectives for them, and then developing a plan that can achieve those objectives as simply and cost-effectively as possible. The objective is to make the planning process doable, even if this sacrifices some sophistication through automation. The reality is that a sophisticated DR plan that is too complex or expensive to properly maintain and test is worse than a plan that only does the minimum because it gives a false sense of security.

◼ BUSINESS NEEDS ◼

Nowadays companies greatly depend on their IT infrastructure in their daily activities, thus the probability of an unplanned outage to happen is becoming higher. Several organizations cannot afford even a single minute of IT Infrastructure downtime as this will affect their staff, customers, suppliers, stakeholders, image and profits. The need for ITDR is increasing with the increase of systems complexity. If organizations did not properly plan for unfortunate events, a system downtime can cost them thousands of dollars per minute. Knowing that the recovery from the loss of data is long, painful, and very costly, a sound disaster recovery plan is crucial to protect the well being and survival of your organization.

◼ CHALLENGES ◼

Environmental changes, such as decentralization of data processing activities, increase of private computing, and emergence of local area networks are pressuring the implementation of ITDR. When an unplanned outage takes place, insurance will cover physical losses (Building and equipments). However, companies realized that their major losses are not the outcomes of the direct expenses associated with the disaster, but the results of several indirect costs such as loss of customers, loss of competitive edge, deterioration of the company's image, loss of market share, and loss of investor confidence. Companies are now aware that in order to increase their profits and maintain their position in the market, they should invest in IT recovery planning to ensure that a disciplined, rapid and complete recovery of their data and systems will take place.

◼ ICTS SERVICE OFFERINGS ◼

ICTS team is comprised of professionally experienced Consultants equipped with advanced technology, and has proven best practices in disaster management to help you implement ITDR in your company.
• Business Impact Analysis (RTO, RPO)
• Business Continuity Gaps
• IT Disaster Recovery Strategy (Hot-site, Recovery and Resilience…)
• Bill of Quantity (BOQ) and Specs
• High Level Network and Failover Architecture Design
• Low Level Routing and Switching, and Servers Design
• New WAN/LAN Connectivity
• Primary Site Infrastructure Services Upgrade
• Secondary Site LAN & Services Implementation
• High Availability and Data Replication
• IT Contingency Planning
• Testing and Exercising
• Maintenance

BENEFITS

ITDR, if implemented properly, will ensure your company's survival and continuation in the market despite any event that might occur. The major benefits from developing an IT Disaster recovery plan are:

• Lower costs or losses of serious incidents
• Reduce interruption to normal operations
• Ensure organizational stability
• Protect company's information
• Increase IT and information security safe-guards
• Develop effective backup and recovery strategies to lessen the impact of a disaster
• Avoid business failure caused by an unfortunate event
• IT Disaster Recovery Life Cycle

BUSINESS CONTINUITY PLANNING LIFE CYCLE

The below listed points are proven ways to successfully implement a company-wide Business Continuity solution ensuring the continued availability requirements of ICTS clients: (Based on Business Continuity Institute – BCI)

BUSINESS CONTINUITY

BENEFITS

Implementing a Business Continuity Planning solution canbe a waste of the company's time and effort without a proper guidance. Our Consultants will help you implement BCP properly so that your company can take advantage from the below benefits:

- Ensure that the organization has a response to major disruptions that threaten its survival
- Ensure the protection of staff and safety valuable resources (vital records) .
- Minimize the impact of a disaster and reduce the probability of service disruption .
- Provide a framework to extend the useful life of the enterprise's IT infrastructure and reduces the "Time to Market" of new services or products .
- Sound continuity and configuration practices and processes to balance the availability and reliability of information assets .
- Provide a competitive advantage by demonstrating an uninterrupted customer service .
- The cost of retaining customers is cheaper than tempting back deserters after an interruption .
- Strengthen the enterprise's partnership with key suppliers and help meet customer satisfaction objectives .
- Enhance the enterprise's market leadership position and public image .
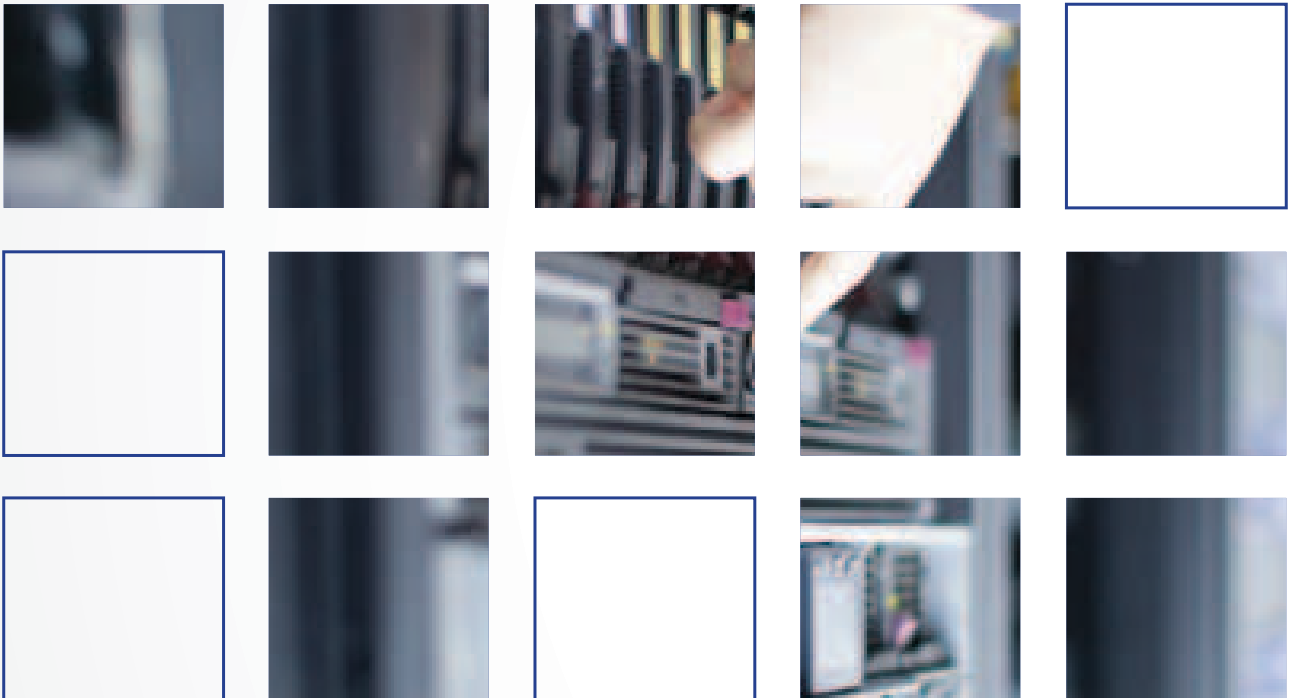
CHALLENGES

Many organizations fail to develop a Business Continuity Planning and leave themselves vulnerable in the event of a disaster. The below listed challenges are pressuring companies to implement BCP: Customers nowadays expect to be always rapidly served no matter what the situation is. Employees expect both their lives and salaries to be secured. Investors expect from the company to remain op-erational despite any disaster. Suppliers expect to receive their payments and service orders uninterruptedly. Regulatory bodies expect their requirements to be met and respected.

■ ICTS SERVICE OFFERING ■

Our partnership with leading Business Continuity Management firms in Europe and U.S. has enabled us to put into action plans for companies that are vital at a national and international scale. ICTS and its partners' consultants will identify your critical business activities and functions, develop a plan, train your staff and provide you with ongoing maintenance. Our BCP methodologies are based upon years of experience in both medium and large IT environments. The process starts with a Risk Assessment (RA) and Business Impact Analysis (BIA) followed by a selection of Business Continuity Strategies including a High Availability Design aligned with the Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO), IT Disaster Recovery (ITDR) plans, Work Area Recovery (WAR) plans, Testing and Exercises once plans are defined, Maintenance Policies and Service Level Agreements (SLA). Finally, ICTS and its partners' consult-ants are always available for Business Continuity Audits to ensure that your current strategy copes with your business changes and growth. ICTS will provide your company with the below mentioned documents:

• PAS 56 & PAS 77 Audit
• Risk Assessment
• Business Impact Analysis
• Organizational Recovery Strategy
• IT Disaster Recovery Strategy
• Crisis Management Organization
• Contingency Planning
• Testing & Exercising
• Maintaining the BCM Lifecycle
• Audit Strategy.

■ BUSINESS CONTINUITY PLANNING LIFE CYCLE ■

The below listed points are proven ways to successfully implement a company-wide Business Continuity solution ensuring the continued availability requirements of ICTS clients: (Based on Business Continuity Institute – BCI)

SAL

■ OVERVIEW ■

IT infrastructure is becoming critical to all kind of business and to their success. Therefore, ICTS is offering to its clients the Service Level Agreement (SLA). Each company faces the risk of business failure or productivity losses due to server crashes or un-foreseen event. The SLA transfers these risks from the clients' business to ICTS, with a fixed cost solution that guarantees an outstanding level of performance, service, flexibility and reliability. ICTS IT Service Level Agreement (SLA) ensures the full availability of every function of the client's systems at all time. ICTS will maintain each of the hardware, devices, software and storage in its approved configuration. The Service Level Agreement provides the client with online, telephone, e-mail and on-site support, in addition to other deliverables.

■ BUSINESS NEEDS ■

Since businesses rely on their IT systems, they need the guarantee of a fully operational system. Many companies are too small to afford a full-time IT staff, or too large to be able to handle all IT operations, others businesses have mission critical and cannot tolerate any downtime or simply realize that IT is distracting them from their business focus, thus seek a Service Level Agreement. ICTS SLA provides a peace of mind to its clients. When an IT problem occurs, regardless of its level of complexity, clients are confident that help is only a phone call away.

CHALLENGES

A company›s success is directly connected to its IT infrastructure. Any interruptions or disturbances in IT service can generate severe, even catastrophic, damage to business reputation, image and credibility. Therefore, IT staffs are always under pressure to secure proper IT service to end users. With an SLA, companies ensure problems don't happen rather than trying to fix them after experiencing difficulties. One of the major challenge companies are facing is getting a quick response to their IT problems and then get the appropriate resolution to them. The more mature and complex the customer's data center is, the more it becomes complicated to discover the root cause of any IT problem and the more difficult it becomes to achieve high levels of service users require.

BENEFITS

Customers will benefit from ICTS qualified and experienced service desk engineers along with a devoted technical team to ensure continuity of the IT systems.
• Access to ICTS entire IT staff
• Constant performance monitoring
• No email or internet access interruptions
• 24 hours Help Desk Support
• Defined response times
• Guaranteed resolution times
• Removal of operational and financial risks
• Fixed-price contract services
• Uptime Guarantee
• Maximized security and functionality through virus management and application patches
• Consistent server performance at optimal level
• System is always up to date and back-ups secured
• Increased focus on core business

COVERAGE, RESPONSE TIMES & ESCALATION

Service Level	Priority	Coverage	Coverage Hours	Response Time	Escalation		
					Level 1	Level 2	Level 3
Plati-num (PLT)	Priority 1 - Urgent	Phone/E -mail/ Online/On -Site	7x24x365	Live Transfer	1 h	2 h	4 h
	Priority 2 - High			Live Transfer	2 h	4 h	6 h
	Priority 3 - Medium			1 hr	4 h	6 h	8 h
	Priority 4 - Low	Phone/E -mail/Online	8AM - 5 PM Standard Business Days	6 hrs	6 hrs	8 hrs	8 hrs
Gold (GLD)	Priority 1 - Urgent	Phone/E -mail/Online	7x24	1 hrs	2 hrs	4 hrs	6 hrs
		On-Site	8 AM - 5 PM Standard Business Days				
	Priority 2 - High	Phone/E -mail/Online	7x24	1 hrs	4 hrs	6 hrs	8 hrs
		On-Site	8 AM - 5 PM Standard Business Days				
	Priority 3 - Medium	Phone/E -mail/Online	7x24	2 hrs	6 hrs	6 hrs	8 hrs
		On-Site	8 AM - 5 PM Standard Business Days				
	Priority 4 - Low	Phone/E -mail/Online	8 AM - 5 PM Standard Business Days	8 hrs	8 hrs	8 hrs	8 hrs
Silver (SLV)	Priority 1 - Urgent	Phone/E -mail/On-line/On -Site	8 AM -5 PM Standard Business Days	2 hrs	4 hrs	6 hrs	8 hrs
	Priority 2 - High			2 hrs	6 hrs	8 hrs	8 hrs
	Priority 3 - Medium			4 hrs	8 hrs	8 hrs	8 hrs
	Priority 4 - Low	Phone/E -mail/Online		8 hrs	16 hrs	16 hrs	16 hrs

OUR SOLUTION

ICTS SLA will manage the complete range of Service Level Agreement (SLA) processes, from defining SLAs and monitoring fulfillment to gathering, evaluating and analyzing systems performance, handling problems, and continually enhancing the services offered. Service Level Agreements will en-able real-time monitoring of clients' IT infrastructure to ensure that their expectations are not only met but exceeded. This will allow ICTS clients to keep their IT infra-structure strongly aligned with their business objectives and goals and empower them to deliver high level of service quality.

SLA TYPES

There are 3 types of SLA currently offered by ICTS to its clients: Silver, Gold and Platinum. ICTS has established
trans-parent and clear support procedures for every SLA type, including escalation level for dealing with unresolved support requests.

SLA Life-Cycle

SOFICO

SOFICO
CONTRACTING SAL

www.sofico-emea.com

Sofico HOLDING is an exceptional contracting company located in the capital of Lebanon, Beirut and responsible for the day-to-day oversight of construction's site, management of multiple vendors and subcontractors, and communication of information to all project's key stakeholders.

Sofico is a front runner in the field ofengineering by having a group of expert professionals that manage all areas of the construction project, whether it is a new facility or a facility renovation project, from the Planning phase where the Scope, Schedule, Quality Measurements and Budget are determined passing through Execution and Monitoring & Controlling where all required Procurement activities and Quality Control are optimally performed.In an organized Project Management Approach and inventive methods, Sofico's professionals handle all aspects of the projects to ensure that clients' requirements are fulfilled at the finest quality, quantity, value, strategy, time, and place.

PROMASTAR

◆ PROMA ST★R
A Milestone for Your Success

www.sofico-emea.com

Promastar is a professional consulting house specialized in providing project portfolio management services. Our services are aimed to provide an integrated PPM solutions including consultation, implementation and training in EMEA and Gulf region. We are dedicated to providing the most effective results-oriented consulting and training services. Our objective is to enable companies to create and sustain competitive advantage that would qualify them to be amongst the best performers in their business areas. Promastar has a large resource pool of renowned PM consultants, with PMP certification, authorized Primavera trainers, IT consultants with Oracle and Microsoft products certification. Promastar is a Certified Advantage Oracle Partner CAP for EMEA region with the Primavera solutions focus area. Promastar is also an Approved Education Provider for Oracle University.

CLIENT WE SERVED

Our customers are the most important part of our team; without their growing need to new and improved technology, ICTS's goal would not exist. Most businesses tend to see their clients but unfortunately, a lot of those clients remain unheard. ICTS makes sure those voices are heard loud and clear. We give pride to ourselves for being able to build long lasting relationships with our clients within and outside the boundaries of the office. By achieving mutual trust, we are able to supply our clients with the peace of mind that all their expectations will be met wisely in terms of quality, time, and money.

Our success depends on the success of our customers. Understanding our customers' strategies and business models in intimate detail enables us to incorporate their input quickly into specific products and services. We look at every new project as a chance to grow, to challenge ourselves, to give our clients more than they ask for, and to push the boundaries of ordinary services.

■ BANKING AND FINANCIAL ■

■ CONSTRUCTION ■

■ TECHNOLOGY AND COMMUNICATIONS ■

ERICSSON

STC
الاتصالات السعودية

ZAIN

الـجـوال
ALJAWAL

Maroc Telecom

Connecting Kuwait
.com

Smart
mobile

TT
اتصالات تونس
GROUPE TUNISIE TELECOM

Nokia Siemens
Networks

ExxonMobil

اتصالات
Etisalat

■ EDUCATION ■

Kamstrup

AUB American University of Beirut

BMC

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AUL

SABIS Education

LAU
Lebanese American University

◼ GOVERMENT ◼

◼ MANUFACTURING ◼

◼ GOVERMENT ◼

■ FOOD INDUSTRY AND RESTAURANTS ■

■ TRANSPORTATION ■

■ CONSULTANCY ■

■ NGO ■   ■ JOURNALS ■   ■ MALLS ■

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SOFICO
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COMPANY PROFILE

Sofico is a leading Electromechanical contracting company providing procurement and construction services in the field of Mechanical ,Electrical and plumbing Engineering primilary targeting the construction industry.

Sofico HOLDING is an exceptional contracting company located in the capital of Lebanon, Beirut and responsible for the day-to-day oversight of construction's site, management of multiple vendors and subcontractors, and communication of information to all project's key stakeholders.

Sofico is a front runner in the field of engineering by having a group of expert professionals that manage all areas of the construction project, whether it is a new facility or a facility renovation project, from the Planning phase where the Scope, Schedule, Quality Measurements and Budget are determined passing through Execution and Monitoring & Controlling where all required Procurement activities and Quality Control are optimally performed.

In an organized Project Management Approach and inventive methods, Sofico's professionals handle all aspects of the projects to ensure that clients' requirements are fulfilled at the finest quality, quantity, value, strategy, time, and place.

SOFICO activate in the following active ties

Commercial: Involved in work that is intended for the mass market.

Industrial

The branch of engineering that is concerned with the efficient production of industrial goods as affected by elements such as plant and procedural design, the management of materials and energy, and the integration of workers within the overall system.

Engineering it's when we apply scientific and mathematical principles to practical ends such as the design, manufacture, and in addition, to the operation of efficient and economical structures, machines, and processes,

Constructing the activity where we put t together substances or parts, esp systematically, in order to make or build our goal as planned before.

Maintenance the act of maintaining or the state of being maintained.

Project management: is the art of managing all the aspects of a project from inception to closure using a scientific and structured methodology. The term project may be used to define any endeavor that is temporary in nature and with a beginning or an end. The project must create something unique whether it is a product, service or result and must be progressively elaborated. As the definition implies, not every task can be considered a project. It would be worthwhile to keep this definition in mind when categorizing projects and studying their role in the success of the organization. With the above definition of the project, one gets a clear idea on what a project is.

Real estate who is authorized to act as an agent for the sale of land or property

Interiors design is the art or profession of designing the decoration for one's property.

Sanitary works to perform for you sanitary works, any level of complexity in apartments, cottages, offices:
Installation of systems of hot, cold water supply, the water drain, heating. Replacement and carrying over of struts, replacement of pipes (polypropylene, metal);
Installation and connection sanitary technicians: amalgamators, sinks, bowls, per capita cabins, baths, a jacuzzi, radiators, a hanger towel, toilet bowls and many other things;
Distributing of batteries on summer residences, in cottages and apartments;
Elimination of pollution;
Connection and installation of circulating pumps;
Installation of water-heating coppers with an outcome;
Any welding sanitary works.
Installation and connection washing and dishwashers;
A heat-insulated floor.

Import and export International trades between countries and across continents have existed for centuries including previous civilizations. Traditionally international trade consisted of traded goods like textile, food items, spices, precious metals, precious stones, and objects of art and various items across the borders. Everybody has heard of the silk route as well as amber road and other famous routes that existed and the ports and settlements that flourished due to the trade, which was carried on through land route as well as sea routes.

We have come a long way since the earlier times and International trade today has taken on new dimension. It was a fact earlier that impact of trade between two countries was not limited to economics alone, but fuelled political, social ambitions too.

Today with the advancement of technology and impact of globalization has made it necessary for all countries to engage necessarily in international trade for their survival.

Brand management begins with having a thorough knowledge of the term "brand". It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business. Brand management includes managing the tangible and intangible characteristics of brand. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers' experience. The intangibles include emotional connections with the product / service.

Branding is assembling of various marketing mix medium into a whole so as to give you an identity. It is nothing but capturing your customers mind with your brand name. It gives an image of an experienced, huge and reliable business.

It is all about capturing the niche market for your product / service and about creating a confidence in the current and prospective customers' minds that you are the unique solution to their problem.

• The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the product. The primary aim of branding is to create differentiation.

• Strong brands reduce customers' perceived monetary, social and safety risks in buying goods/services. The customers can better imagine the intangible goods with the help of brand name. Strong brand organizations have a high market share. The brand should be given good support so that it can sustain itself in long run. It is essential to manage all brands and build brand equity over a period of time. Here comes importance and usefulness of brand management. Brand management helps in building a corporate image. A brand manager has to oversee overall brand performance. A successful brand can only be created if the brand management system is competent.

Production & operation management

Production is a scientific process which involves transformation of raw material (input) into desired product or service (output) by adding economic value. Production can broadly categorize into following based on technique:

Production through separation: It involves desired output is achieved through separation or extraction from raw materials. A classic example of separation or extraction is Oil into various fuel products.

Production by modification or improvement: It involves change in chemical and mechanical parameters of the raw material without altering physical attributes of the raw material. Annealing process (heating at high temperatures and then cooling), is example of production by modification or improvement.

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About PROMASTAR

PROMASTAR is a leading house of expertise specialized in providing Project Portfolio Management (PPM) solutions in Europe, Middle-east and Africa (EMEA) markets since 2001. We are dedicated to deliver our customers with a full-path of services including formal certified education, implementation, operation, consultation, and system integrations. Our services aim to provide a role-based offering for the business stakeholders across the Engineering & Construction, Oil & Gas, Utilities, Industrial Manufacturing, High-Tech, IT and Public Sector industries. Our world-class services enable our customers to create and sustain competitive advantage that would qualify them to be amongst the best performers in their specialized line of business.

PROMASTAR has accredited itself with partnering with the leading Project Portfolio Management (PPM) software vendors and certification body institutes to combine between the robustness of the software applications and the standardization of the theories. PROMASTAR is currently a Specialized Platinum level OPN member, Oracle Applications Value Added Reseller (VAR) and System Integrator (SI) with presales, sales, and support specialties. PROMASTAR is also an Oracle University Approved Education Provider, and Project Management Institute (PMI) Global Registered Education Provider (REP).

PROMASATAR has a large geographically disperse resource pool of renowned professional services bi-lingual consultants behind its continuous success. Our consultants are State-of-Art and subject matter experts, PMI credential(s) holders; Primavera authorized trainers, and certified implementation specialists.

Our consulting teams have provided distinguished services to the world's largest corporations in the construction, IT, government, oil & gas, telecommunications and pharmaceutical markets in the following areas:

- Portfolio Management
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- Schedule Management
- Cost Management
- Contract Administration
- Claims Management
- Project Management Systems Integrated Solutions
- Feasibility Studies
- Design Process Management
- Tendering procedures and Contract Award
- Integrated Project Management Services

Promastar delivers and implements solutions from Oracle – Primavera; the world leading provider of integrated project portfolio management solutions.

- Enterprise Project Management (P6)
- Planning & Control (P3) – Legacy system
- Planning & Control for small scale companies
(Primavera Contractor)
- Cost Management
- Risk Analysis (Risk Expert – Pert Master)
- Contract Administration & Project Control (Contract Management)

Promastar is an authorized Oracle University partner in EMEA specialized for Providing Authorized Primavera training. Trainees attending such courses earn a certificate directly from Oracle Primavera plus PDUs and CEUs from PMI.

• Primavera Authorized Training
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• PMP – CAPM Certification Preparation Courses
• Managerial Training
• Soft skills

Promastar offers a wide range of services to Public and private Owners, Developers, Financing Organizations and Contractors covering all stages of projects' portfolios from inception to close-out.

1- Implementation of Project Management Information Systems (PMIS)
2- Project / Program Management Office (PMO) Setup and Development
3- Feasibility Studies
4- Design Process Management
5- Tendering Procedures and Contract Award
6- Schedule Management
7- Cost Management
8- Contract Administration
9- Claims Management

Get PROMASTAR & LAU Certificates

PROMASTAR & the Lebanese American University (LAU)'s Continuing Education Program CEP had signed the training partner agreement of PMP® Project Management Professional training courses.

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PMI & PROMASTAR together offer project management training, from basic Project Management Professional (PMP)® exam preparation seminars to more advanced project management coursework focused on change management or earned value management.

HARD DOLLAR & PROMASTAR serve the needs of several thousand contractors. The solution was developed for estimating and project control.

Why PROMASTAR?

It is through our dedication at PROMASTAR, we offer the most effective results-oriented services aiming at qualifying our clients to be among the best performers in their business areas.

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