

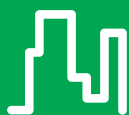
Schneider Electric Gulf



Energy &
Infrastructure



Industry



Buildings



Data Centers
& Networks



Residential

Make the most of your energy

> Schneider Electric profile

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centres/networks, as well as a broad presence in residential applications. Focused on making energy safe, reliable, and efficient, the company's 100,000+ employees achieved sales of more than 15.8 billion euros in 2009, through an active commitment to help individuals and organisations **"Make the most of their energy"**.

> Schneider Electric Gulf

- **ONE** Schneider Electric team (including APC by Schneider Electric, Clipsal by Schneider Electric, Gutor by Schneider Electric, Pelco by Schneider Electric & Himel by Schneider Electric) > a team of passionate, open, straightforward and effective people.
- **Regional Sales Offices** > local presence to support you: UAE (Dubai & Northern Emirates, Abu Dhabi & Al Ain), Qatar, Kuwait, Bahrain, Oman and Pakistan.
- **Channel Partners** > more than partners, true strategic allies for more customer satisfaction.
- **Regional Distribution Centre** > at your service in the Middle East, open 6 days a week.
- **Hotel Competency Centre** > a showroom that demonstrates our turnkey solutions portfolio, addressing the hospitality real estate industry segment.
- With localized Customer Care Centre, Project Engineering Centre, Service Division, Local Adaptation Unit, and Regional Technical Service Centre



Safe

Because energy in general and electrical energy in particular, is dangerous, we make it safe to protect people and assets.

Reliable

From data centres to hospitals and stock markets, an increasing number of critical applications cannot tolerate the slightest fluctuation in current quality — not to mention a highly damaging and costly power outage. We provide ultra secure power for critical applications.

Efficient

The rising price of energy as well as the growing environmental concern is at the top of everybody's agenda. That makes energy efficiency a must. We provide integrated solutions to make energy savings and optimise total cost of ownership.

Productive

Because energy is the primary source for any activity, we help customers turn it into an asset to boost their productivity. We enhance automation and connectivity everywhere to make everything simpler. We also provide lifecycle services to bring peace of mind to customers all along the life cycle of their installations.

Green

Develop energy generation through renewable sources is one of the key factor to contribute for sustainability. We make energy green by enabling easy connection and installation of renewable energies.

Make the most of your energy



- > Complete Solutions
- > A full line-up of products
- > An extensive range of services
- > A network of partners

To improve their efficiency, an increasing number of organisations focus on their core business and rely on a preferred partner for some of their main concerns: Energy is definitely one of those.



Schneider Electric has **unique** positions to provide you with innovative integrated solutions making energy **safer**, more **reliable**, more **efficient**, more **productive** and **green**.

Combining leading edge new businesses - building automation and security, installation systems and control, power monitoring and control, critical power and cooling services - to our historical strengths of power and control, we provide you with comprehensive unique answers for **residential, buildings, industrial, energy & infrastructure, data centers & network and oil & gas markets**.

We have developed a unique worldwide capability to provide these solutions and transform the way people power & control their environment.

Our **solutions** help customers reduce costs, stay connected at all times and tap into an ultra pure, secure and uninterrupted power supply.

Our business

Complete Solutions

Schneider Electric is offering complete solutions with full range of products. We are moving from a product provider to a solution provider, solutions that come under one brand – Schneider Electric.



Hotel Competency Center (HCC)

Having integrated Schneider Core and partner offerings required for the operation of a hotel room, this initiative by Schneider Electric Gulf is the first of its kind in Schneider Electric history.

The Center involves the installation and integration of:

- TAC (Building Management Systems)
- Clipsal (Integrated Systems & Control)
- Merten (Office Solutions)
- KEF (Audio Solutions)
- Intertouch (IP TV & IP Phone)
- Pelco (CCTV and Security Solutions)
- APC MGE (UPS Solutions), and
- Schneider Core (Power Solutions)

A Solutions Package

With the HCC as a tool, Schneider Electric Gulf Sales and Marketing teams can exhibit to customers (Specifiers/ End-Users/ SE Partners) a real-time operational environment

with working solutions.

This empowers the customers to choose from a wide range of Schneider offerings based on their financial, aesthetic and operational needs.

While Level 1 of the HCC is integrating the Schneider Electric and partner portfolio, Level 2 invariably involves energy auditing, Energy Efficiency simulations and moving towards a more retail-based environment.

'The effects of the booming tourism industry, Business Centers, rapid technology and infrastructure changes have led to the requirement for a wider spread of tailored solutions and services.

Due to all these changes Hotel Segment has evolved as the more important market and in order to take part in providing you the expected services, we, Schneider Electric have decided to bring forward the Competency Center, a collage of the latest state-of-the-art solutions which is the result of our team's research, innovation and hard work.



Unique facilities

Regional Technical Service Center

- It is dedicated network of Technical Service Center focusing on solving complex technical questions
- Increasing customer satisfaction by reducing the response time for complex questions
- Building a global capability to be able to deliver on-line fee-based service to customers
- UAE/Dubai RTSC will support 8 entities and 30 countries.
- Experienced team to offer reliable solutions and is equipped with laboratory having all main products for simulations.
- RTSC is fully dedicated to support you with their expertise.

Commitment to engineering excellence

Our own Schneider Electric Academy located in Jebel Ali Free Zone, Dubai provides training courses to our partners and end-users as part of our organizational commitment to promote training and development.

GPEC - "Gulf Projects & Engineering Centre"

- Mission: Develop Projects business (Consultation Business) for Electrical Equipment, Automation System, full Packages & Solutions in the Gulf Area.
- Supporting customers on tendering, Engineering Design of MV/LV Switchboards, Busways, EMCS, Industrial Automation System, Building Automation System, etc..
- Projects Execution, consisting of: Electrical design, Automation design, supply of equipment, site delivery, supervision of installation, testing and commissioning and maintenance during Guarantee period. Overall Project Management & Site Management.
- Operational skills include Technical, commercial, market development, project management, contractual and financial risks, contracts strategy.

Type of Projects:

- MV Switchgears up to 36KV
- LV Switchgears (MCC, iMCC, MDB, SMDB & DB)

Make the most of your energy



Why call?

Your dedicated **Customer Care team** is always available to respond to your questions related to:

- > **Technical**
- > **Commercial**
- > **Service**
- > **Business Solutions**
- > **Logistics (for Distributors only)**

Schneider Electric Customer Care Center

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Schneider
Electric

- Power & Distribution Transformers (MV/MV & MV/LV)
- Electrical Monitoring & Control System (EMCS-SCADA)
- Industrial Automation System
- Building Automation System
- Prefabricated Substation
- MV & LV Capacitor banks
- LV Busway
- System Solutions
- External supplies

Projects Management performs contracts from the supply of "shopping list", packages and electricity work packages, to turnkey projects, in the following fields including Schneider Electric's product, equipment and solutions.

- Large Sites : Oil & Gas Projects
- Infrastructure projects: airports, district cooling plants, water plants
- Medium Voltage public distribution,

- Building and large service sector projects : hospitals, hotels, high-rise buildings,
- Electrical distribution monitoring and control system,
- Automation and industrial process control system

GPEC is a bridge between applications and solutions and helping our customers to make the most of the energy.

Regional Distribution Center

The Distribution Center is certified ISO 9001:2000. All information is online with sophisticated ERP systems.

- We serve 140 partners in 13 countries under flexibility.
- Professional teams experienced in warehousing, transportation, supply chain planning, sales administration and customization of electrical products.



Products and solutions closer to our customers and to the market

Transmit renown know-how to the local market by training our partners to the latest technologies and to the international quality standards.



References:

Residential

- Jumeirah Island, Dubai
- Sheikh Mansour Bin Zayed Al Nahyan
- Residential Complex, Abu Dhabi
- Al Samrah Gardens, Qatar
- Hatat House, Oman
- Golden Sands Complex, Bahrain
- Al Muthanna, Kuwait

Industrial

- Gas Bottling Plant, Dubai Investment Park
- Safe Water Chemical Chlor Alkali Project in Mussafah GIC area, Abu Dhabi
- Electrical Network Upgrade in Dukhan, Qatar
- Nuhas Oman, Oman
- ALBA Potline 5, Bahrain
- Insulating Material Manufacturing Company, Kuwait

Buildings

- EMARAT Headquarters, Dubai
- Conference Palace Hotel, Abu Dhabi
- Intercontinental Hotel, Qatar
- Markaza Al Bhaja Shopping Mall, Oman
- Bahrain National Insurance
- Headquarters Liberation Tower, Kuwait

Energy & Infrastructure

- Dubai International Airport, Dubai
- North East Bab Development-Infrastructure phase I, Abu Dhabi
- Ras Laffan Power Utilization Project, Qatar
- Madinat Sultan Qaboos Substation, Oman
- Bahrain International Airport, Bahrain
- Kuwait National Petroleum Corporation "New Oil Pier", Kuwait

Our services and solutions

Gulf Services and Energy Efficiency

Gulf services continue to go from strength to strength. With commissioning of electrical switchgear forming the base of our electrical distribution services, we continue to grow strongly in supply of spare parts and retrofit of circuit breakers and protection relays. Retrofitting is a really cost effective method for customers to extend the life of their installations and we are active globally in replacing not only our own obsolete brands but those of our competitors also.

Our installed base of Variable Speed Drives and Automation Products has rapidly increased to the level where we will expand our existing Automation Services to offer a broader coverage on PLC migration to current platforms, Speed Drive repairs, troubleshooting and retrofit.

24/7 Service Contracts are coming of age in the Gulf to complement our existing on-demand maintenance and repairs service. There are more enquiries for contracts and these will become a source of growth for us in the coming years, providing high levels of customer comfort. Electrical diagnostics, power quality audits, Arc Flash safety audits and training will be introduced in 2009 to help us manage our customers installed base – safely maximizing uptime, extending the lifecycle of equipment and delivering value to our Users in terms of reduced CAPEX and OPEX.

For years our Building Management Services team have been supporting our installed base and in a number of critical customer installations our people are embedded in the client organization to provide 24/7 support. As we increasingly merge the operations of the integrated and independent companies of Schneider Electric we are able to offer a single point of contact to service all of our and some of our competitors installed base.

Energy Efficiency is receiving increasing interest with customers in Gulf Countries, not only for the obvious monetary savings that can be delivered with efficient programs, but also because of the pressure being brought by governments globally to reduce carbon emissions. We have conducted our first energy audits in buildings in Dubai and our auditors have confirmed our abilities to significantly reduce electricity and water usage on the buildings audited – up to 30% in fact, without reduction of productivity and often with improved comfort levels. Just as importantly, this translates into significant reductions of emissions being released into the atmosphere. In addition to the reduction of emissions at point of usage, we are also able to contribute to significant reductions of carbon emissions through reduced demand at the point of production – power stations, desalination plant, water treatment plants etc.

For each market, there are simple solutions.

From infrastructure, to industry, to buildings and residential.



Make the most of your energy



Make the most of your energy

www.schneider-electric.com | www.schneider-electric.ae

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