PSHALE FZE

GO FURTHER WITH US..

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OVERVIEW

P.SHALE FZE

- Who We Are?

- Major Clients

- P.Shale Partners

- IT Department Services

- Project References
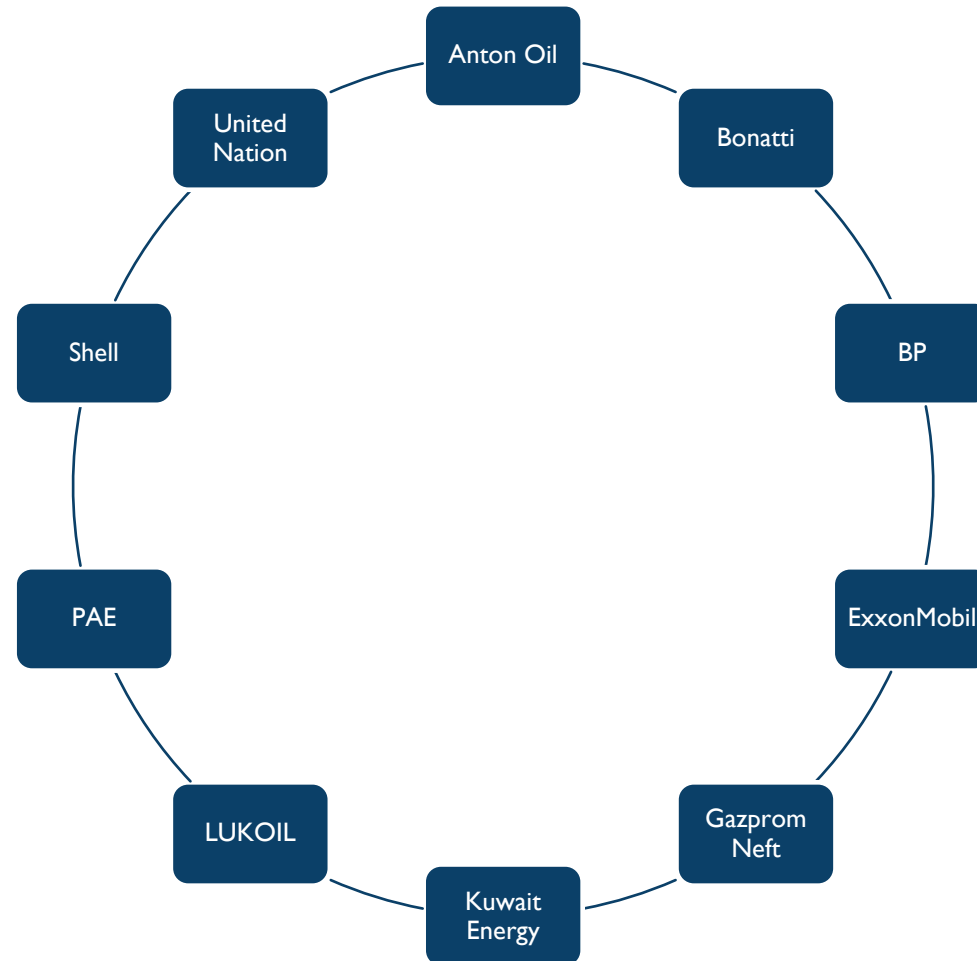
- Our Mission & Values

- Why P.Shale?

WHO WE ARE?

P.SHALE FZE

- **P.Shale FZE** is an UAE Company based in Dubai with support offices in Basra, Erbil, Baghdad & Amman.

- We are in the business of providing services in Iraq. These are:
    - IT Supply & Installation Services
    - Supply Chain
    - Maintenance, and Electrical & Instrumentation services
- Over 20 years' experience of Iraqi laws and business culture , we can easily navigate within the prevailing environment and provide turn key solutions to our clients

- With a strong local geographic presence and country knowledge, P.Shale offers our clients a comprehensive range of reliable services to expedite and meet their requirements

MAJOR CLIENTS

PoSHALE FZE

- AntonOil
- Bonatti
- BP
- DNO
- ENI
- ExxonMobil
- Gazprom Neft
- KBR
- Kuwait Energy
- LUKOIL
- PAE
- Petro China
- PETRONAS
- Shell
- United Nation

Anton Oil — Bonatti — BP — ExxonMobil — Gazprom Neft — Kuwait Energy — LUKOIL — PAE — Shell — United Nation

Main Partners & Manufacturers

Flow Measurements Devices	IT	Filters	Electrical	Spare Parts	Gases/Chemicals	Other
TM Tecnomatic	DELL	Amazon Filters	Legrand	EATON	DOW	SAFEHOUSE
WIKA	APC	Peco Facet	ABB	Emerson	Chimec	
Rosemount	Motorola	Parker	HAWKE	GE Oil & Gas	Air Liquide CALGAZ	
Yokogawa	Cisco	PENTAIR	Schneider	Rotork	Nalco	SABRE Safety
Pyro Electric	HP	Filtek	GMI	Bifold	SABIC	
	Dell		WeidMuller			
	Ruckus		DUCAB			
	...		SIEMENS			

We have supplied many IT Supplies in cooperation with the most well-known global manufacturers

Motorola

APC

HP

OTN Systems

Dell

Apple

Lenovo

IBM

Toshiba

Samsung

Mitel

EATON

Sonic Wall

VMWare

Johnson Control

VingCard

CISCO

BELDEN

Hikvision

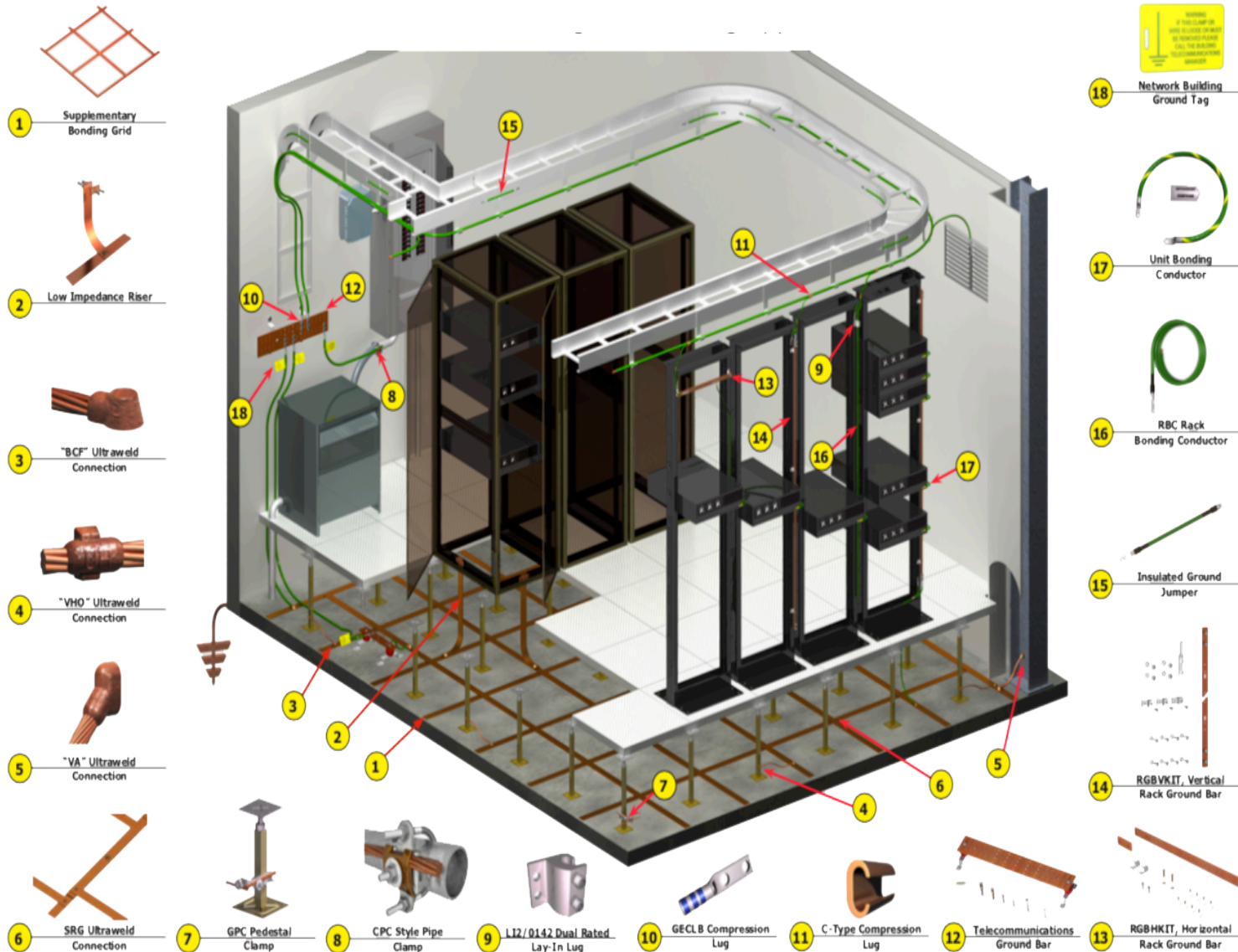Southwire

PELCO

Ruckus

Pennunion

Microsoft

FS.com

Harger

Information & Communications Technology (ICT)
Bonding & Grounding
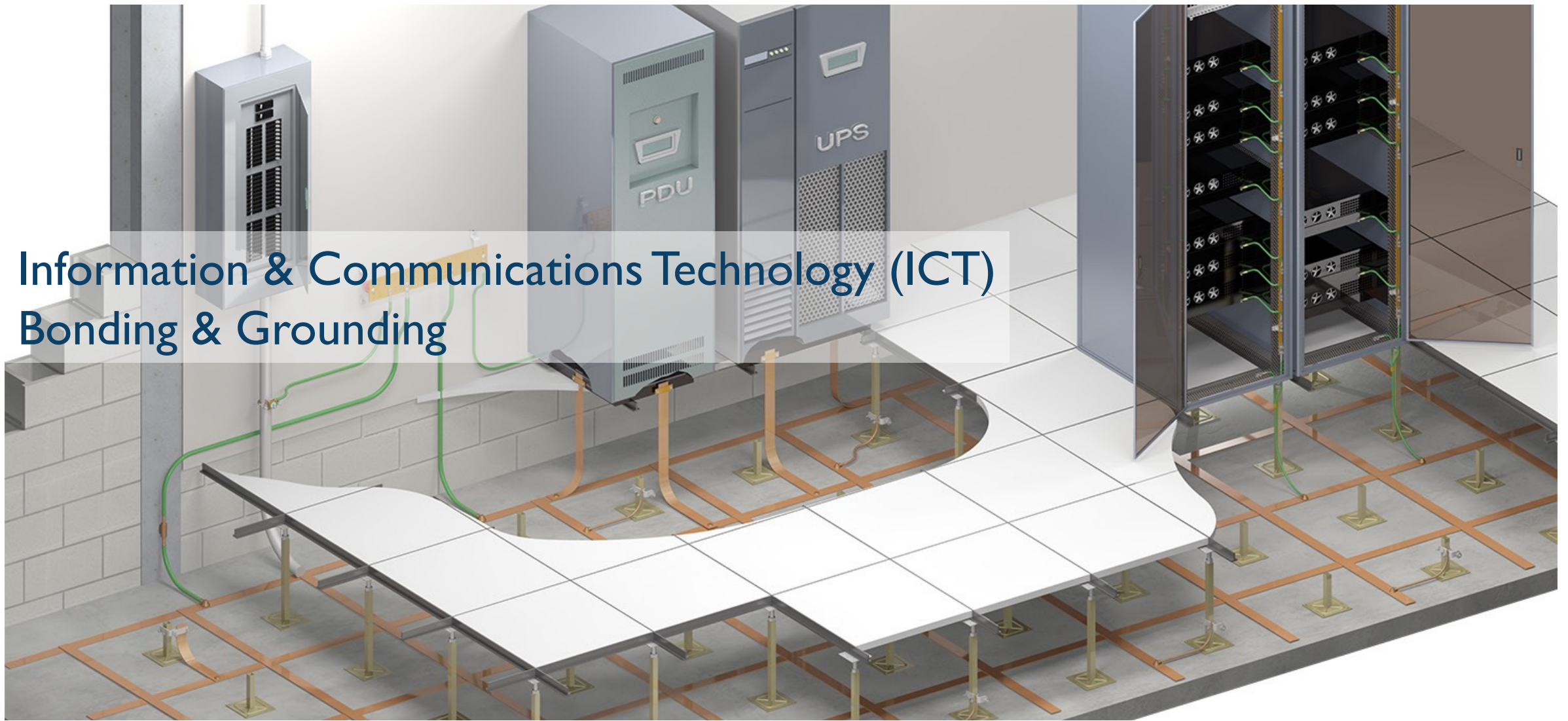
DATA-COM BONDING & GROUNDING APPLICATIONS FROM HARGER

Eaton

- Data Cabinets,
Telecom trays,
Server Racks,
Wire baskets etc

MPLS-TP: SOLVING THE PARADOX

Real-time communication over packet networks has always been a nightmare. Mature technologies like SDH/SONET handle this type of traffic easily because transmission delays are negligible and fixed. Packet networks however are far more unpredictable, and delays tend to be long.

This is no issue for most modern applications like internet browsing, broadcasting of video or file transfer. But for industrial networks, real-time data communication is critical. For that reason, many industrial users opt for SDH/SONET technology in the WAN, still today.

As soon as the IEEE started to issue the first MPLS-TP drafts, OTN Systems recognized that the successor of SDH/SONET was born. This packed based standard was set to become a viable alternative to SDH/SONET, and more.

The paradox was solved! In the meantime, MPLS- TP is coming on strong as other vendors jump on the bandwagon and end-users start recognizing the value it.

	OTN	XTran
Underlying technology	SDH/SONET	MPLS-TP
Network topology	Ring and coupled rings	Any
Mechanical design	19"	19", DIN Rail, fanless
Analogue video	Yes	No
Legacy interfaces	Yes	Yes
IP enabled	Yes	Yes
Ethernet access interworking	Yes	Yes
Protection	Network protection	Service protection 1:1, Hitless and logical ring
Network Management	OMS	TXCare

A more important factor however is what both portfolios have in common...

PRODUCTS
OTN SYSTEMS MARKETS TWO DISTINCT PRODUCT LINES, OTN AND XTRAN.

A more important factor however is what OTN & XTran have in common...

- **Open, tailored to the sectors**

Both product lines come with an extensive suite of interface cards. These cards are required to support all applications encountered in the various industrial sectors. Legacy equipment can be kept on board for a longer period resulting in significant cost savings. Migration scenarios can be implemented when the time is right. Both networks seamlessly join the world of process control, voice communication, data acquisition, IoT and video surveillance. All in one, no hassle, no sweat.

- **Reliable, resilient, safe**

Our customers run multi-million-euro businesses which depend entirely on the availability of their network. Zero downtime is simply mandatory. Special features are built into our networks to guarantee this non-stop character. Instant, automatic reconfiguration on cable breaks, redundancy of vital network components such as power

supplies, common control hardware and network management functions, guaranteed quality of service and protection from hacking are some of the standard features. As our products are often installed in harsh environments, special precautions have been taken to cope with dust, extreme temperatures and hostile EMC/ EMI surroundings.

- **Simple and smart**

Both systems were designed with one thing in mind: keep it simple for the user. The operations run by our customers are demanding enough, they cannot afford the "burden" of a complex network. OTN Systems' products do not require in-depth IT know-how. Operating the network is easy and straightforward. The network management systems shield the network administrator from the underlying technical complexity. Maintenance, if any, is limited to swapping a card. Needless to say Operational Expenditures (OPEX) are kept to a minimum.

IT DEPARTMENT - PROJECT REFERENCES

PSHALE FZE

- **Grand Millennium Al Wahda Abu Dhabi**
  - Scope: Full ICT
- **Roda Beach Resort**
  - Scope: Network, IP Phone, CCTV
- **Roda Al Murooj**
  - Scope: DC, CCTV, Access Control
- **Roda Al Bustan**
  - Scope: IPTV, CCTV
- **Bittmore Millennium**
  - Scope: CCTV
- **Amwaj Suites**
  - Scope: Full ICT & Structure Cabling

PROJECTS PORTFOLIO

MISSION & VALUES

P₆SHALE FZE

HSE	No harm to people and environment.
Integrity	Conduct business with full transparency.
Accountability	Full responsible & accountable for it's action
Iraqisation	Develop the local talent / Hire the best and train the rest.

WHY P.SHALE

P.SHALE FZE

End To End Value Chain
Key player in the supply chain– From consulting to implementation & support.

People, Process & Technology
Certified resources pool, across various domains, coupled with investments in infrastructure, process excellence and technology partnerships - to ensure best-in-class solutions & services

Repeat Business
Enduring relationships with a number of fortune 100 companies & enterprise customers across the globe - as a result of consistent SLA based service delivery and process improvements

Niche Products & Platforms
Niche products / platforms in the business verticals of warranty management, banking and manufacturing. Additionally, strong product development capabilities on multiple platforms

THANK YOU!

PoSHALE FZE

RESULT: A DRIVING FORCE BEHIND CUSTOMER'S SUCCESS