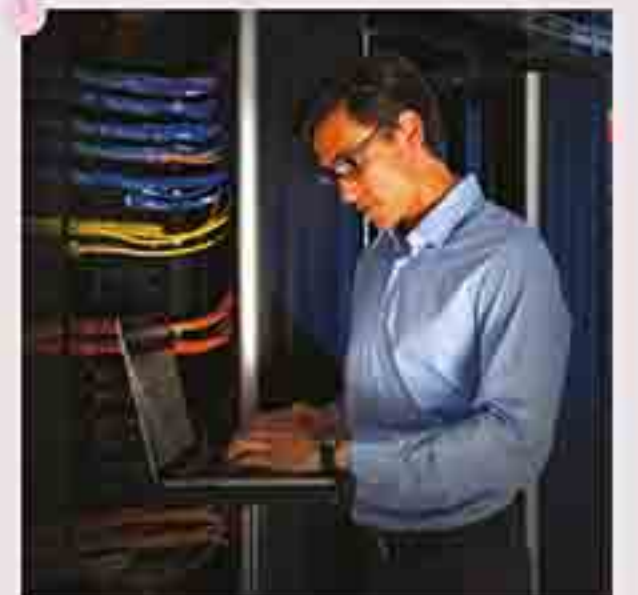


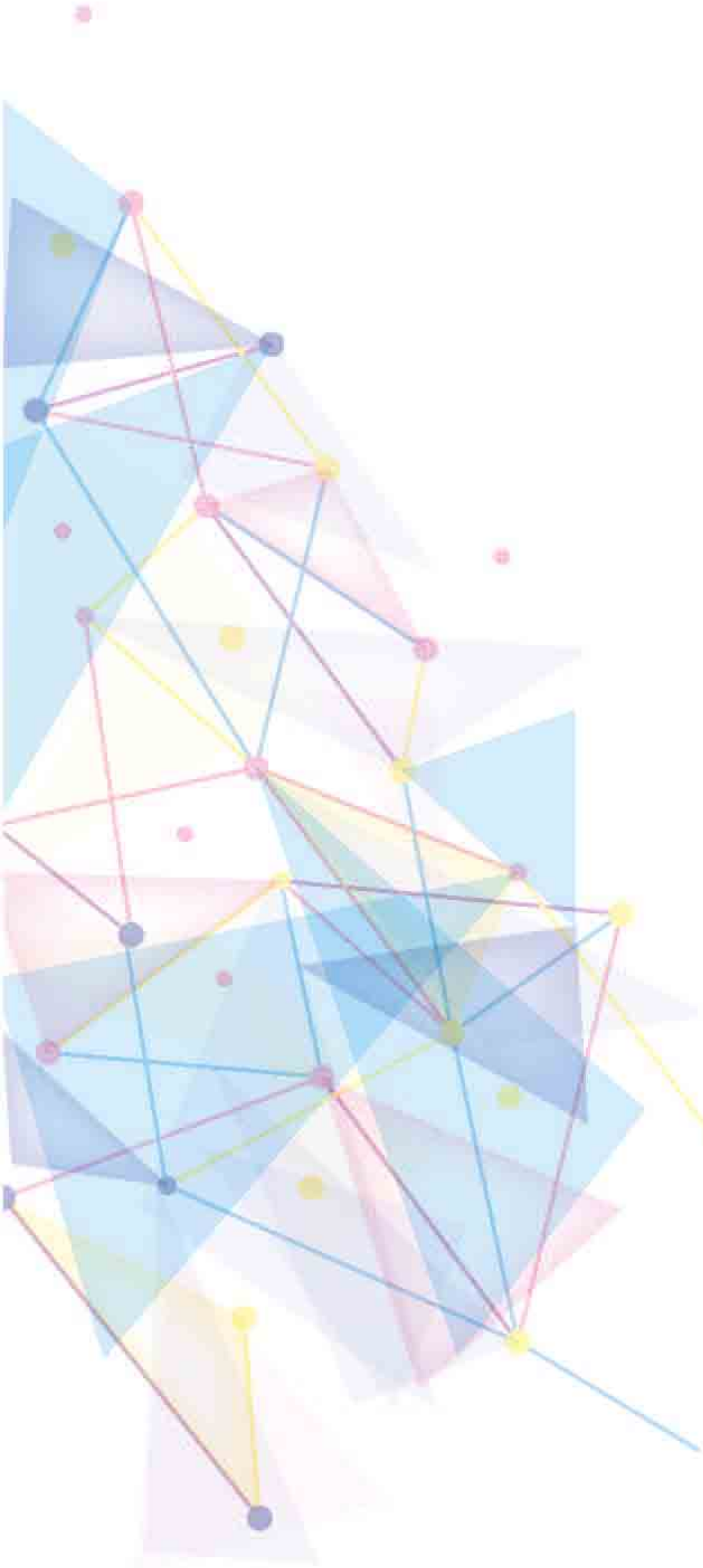


# Golden First Company Profile





# About US



At Golden First, our team provides an array of services from building your systems according to your specific needs and expectations, to training personnel when needed and providing IT support services.

We provide a full range of IT products through our partnerships with major hardware manufacturers and software providers around the world. The products we provide range from basic hardware needs and network building equipment to audio-visual communication devices.

Whether you are an educational institution aiming at optimizing the learning experience you provide, or a big or small business looking to make the best of the latest advances in communication and management, our IT system integration services will help you achieve those goals.

Whether you are a small, a medium, or a large business, your IT needs increase with the development of new technologies. Today, IT development is increasingly aimed at optimizing business management and introducing new ways of communication that save time and challenge space and distance.

In our cooperation with our partners, we are able to provide to new and established businesses a wide range of IT system integration and communication enhancement solutions.

The team of experienced and specialized IT experts at Golden First can help you implement new technologies that will establish a very organized and efficient management and administrative process that connects all your departments and optimizes your operation.

Golden First can help you plan, design, and implement new communication solutions like teleconferencing equipment and software.

They will help train your staff to use these newly implemented technologies, and their team will always be available to provide future support and keep optimizing your operation as new IT breakthroughs are made.

Our team can also accompany you through the process of building your entire IT network and supply you with all the hardware and solutions that you need as well as

provide IT consult. We build server rooms and install audio-visual equipment that will help you provide world-class services to your clients.

Mind you, no service is too trivial for Golden First to provide. We are here to help you achieve your IT needs regardless of how big or small they are. Our services also include providing all your hardware needs from computers, laptops, printers, projectors and other basic hardware needs of any small or large business that help keep their operation up-to-date.

Please contact us to learn more about the IT services we provide to small and large businesses in the KSA.



# Partnership



We continuously aim to deliver world class products to our customers at the best rates available in the industry and provide full support to ensure customer satisfaction. We deal in a wide range of IT products no matter what they are. We interact with renowned suppliers to procure your requirements even if we do not deal with them means you can trust on our capability to get your requirement at the best price available in the industry and the shortest time. We have a bunch of qualified & industry certified technicians equipped with most modern equipment's at cost effective solutions available throughout our offices in the Kingdom to ensure timely attendance of your calls to provide you peace of mind for your products means you are relieved off the tension!!!

# Mission Statement

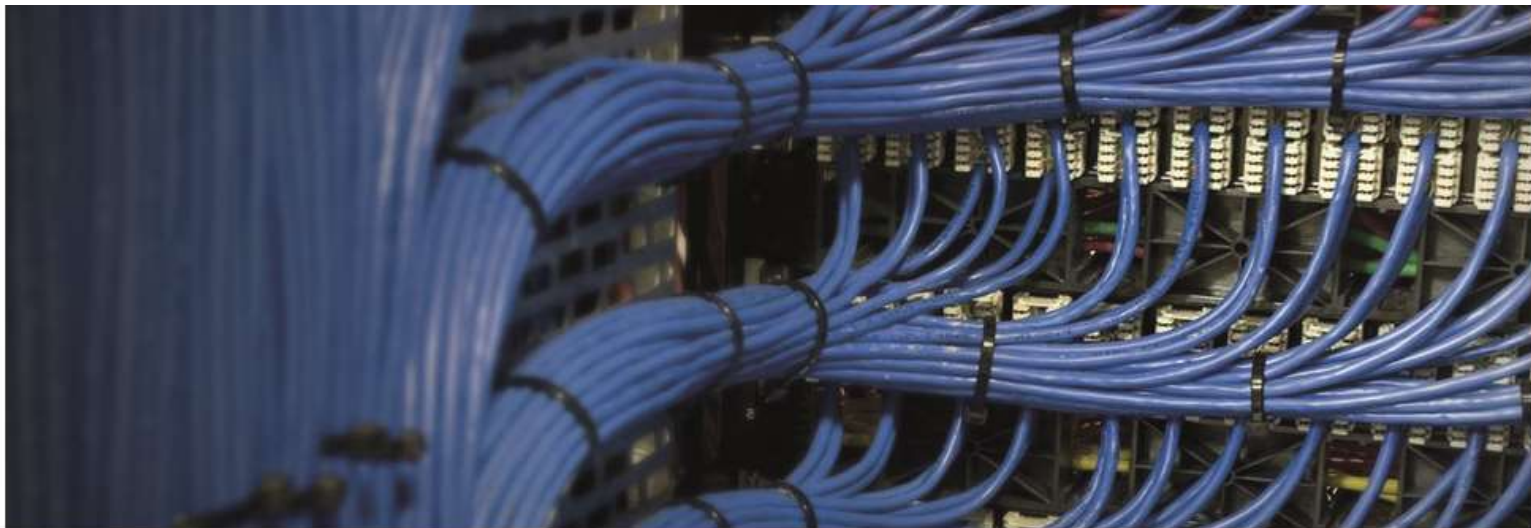


## عملائنا :

- King AbdulAziz University
- University of Northern Border
- Umm Al Qura University
- Taiba University
- Taif University
- Tabuk University
- Saudi Arabian Airlines
- National Commercial Bank
- Jazera Bank
- Jeddah Municipality
- Air Defense
- National Guard Hospital
- Fakieh Group
- Dallah Al-Baraka

وفى النهاية لا يسعنا إلا ان نشكر عملائنا السابقين ونتعهد للعملاء الجدد ببذل قصارى جهدنا للحصول على شرف إمدادكم بالتقنية والتكنولوجيا اللازمة لخدمة عملكم.

وتفضلوا بقبول وافر الاحترام والتقدير،،،



## Converge Network

The IP Services BU covers a wide range of IP solutions including Network Infrastructure Information System Security, Unified Communications, Digital Signage, Video Conferencing, IPTV systems, IP Video Surveillance, Mobility & Wireless solutions. IP Services comprises highly skilled and qualified number of engineers who have deep insight knowledge and experiences in multi-vendor technologies such as Cisco, Juniper, HP, Aruba, Polycom, etc.

### Video Conferencing

Real time communication is the key thing to operate successfully in today's fast changing business scenario. We have a comprehensive range of communication system and solution for all business set-up, be it medical, education, financial institutions, justice, broadcasters, high-value commodities trade or corporate.

This provides a key advantage to the user as multiple participants can be viewed in a same screen or in a split screen format.

Special Intelligent Tracking Camera is used in our video conferencing solution. This camera mixes a combination of voice directional detection, face and moving object recognition technologies to enhance the quality of video conference .

High Definition System is used in our video conferencing solution to provide crystal clear images. This solution is ideal for people, who need to share large amount of visual details with extremely high resolution and color accuracy.

### IP Telephony

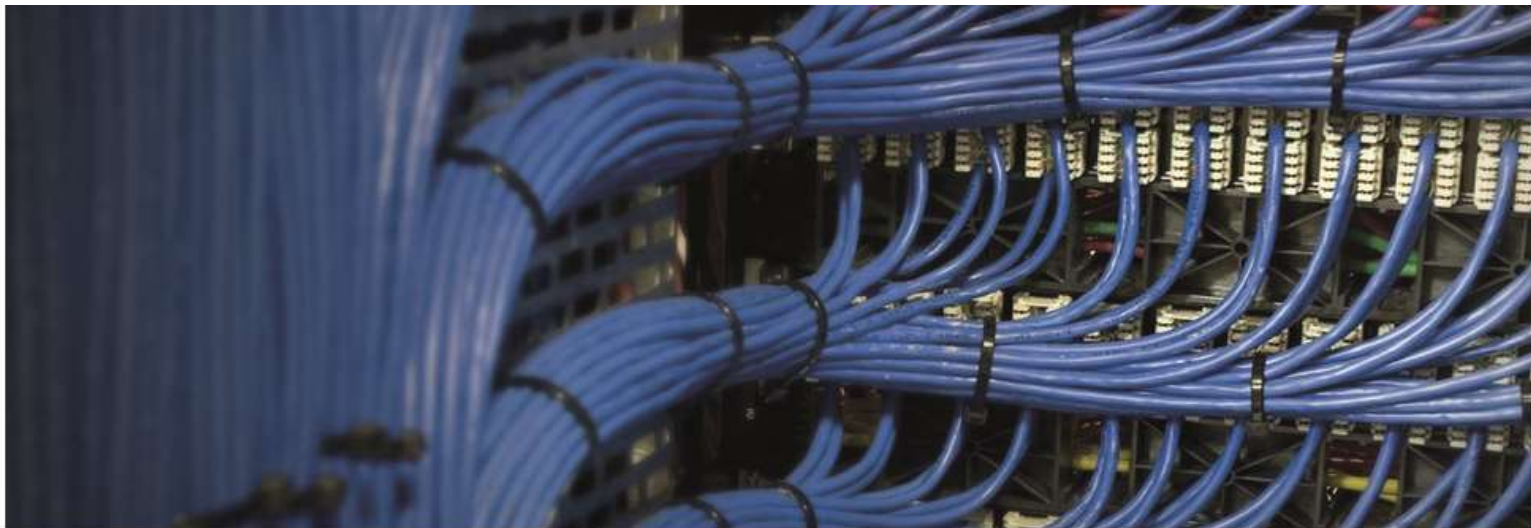
This particular service includes family of technologies, methodologies, communication protocols, and transmission techniques for the delivery of voice communication and multimedia sessions over Internet Protocol (IP) networks, such as the Internet. Other terms often used synonymously with VoIP are IP telephony, Internet telephony, voice over broadband (VoBB), broadband telephony, and broadband phone.

### IPTV

Our IPTV Solution is an advanced solution that empowers organizations to deliver live, on-demand and recorded video over their IP networks.

Our IPTV solution allows hotels, government agencies, enterprises, health-care and educational institutions to deliver real-time and recorded video over their LANs and WANs.





## Converge Network

We help organizations maximize the value of TV and video content by delivering it over a building, campus, or metropolitan-area IP network to TVs, PCs, and AV display equipment. Our solution enables you to easily add more users while maintaining broadcast quality, reduce redundant hardware expenditures, and lower operating expenses. With us, you can cost-effectively realize the full benefit of organizational IPTV: improved productivity, enhanced customer experience, and the opportunity for new revenue streams.

### DMS

Digital Media Signage system offers a perfect sign solutions in any building or facility where you want service and inform guests and employees about certain event like advertisement, meeting room activities, welcoming of guests, anniversaries or even internal information, so visitors are guided to their destination, and your staff saves time to concentrate on customer service.

Signs can accept the delivery of scheduled information to multiple locations automatically and virtually instantly by click on the mouse, it can be managed remotely, do not require any on-site personal to take action.

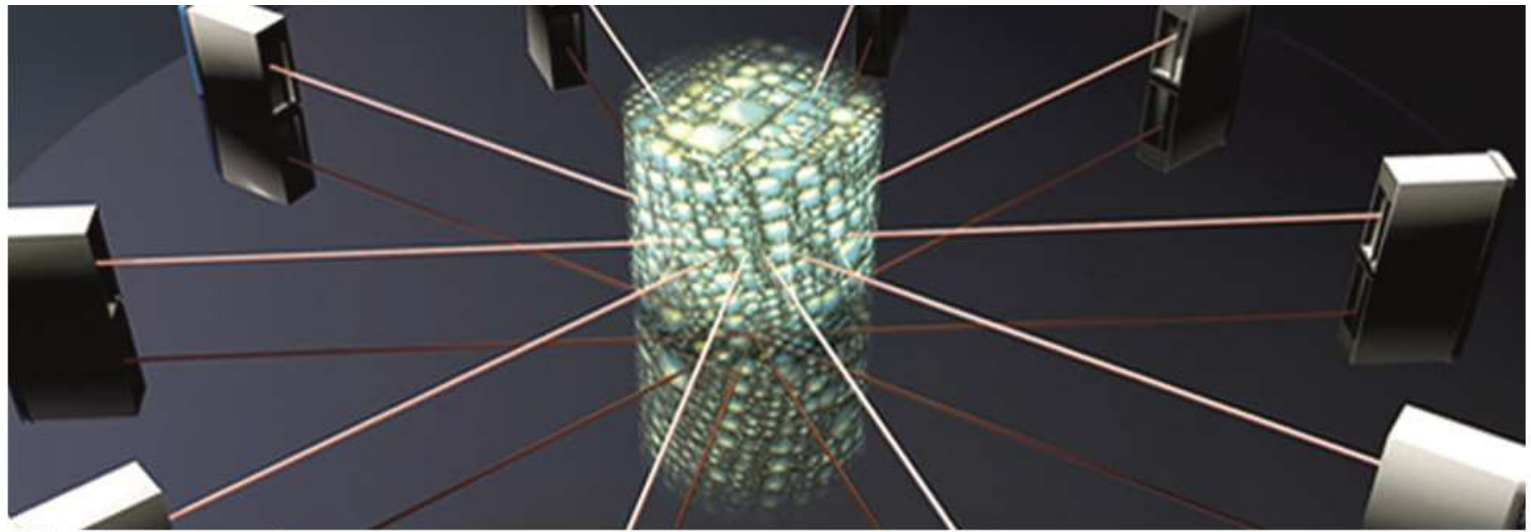
The DMS software creates, manages, and distributes electronic content to networks of digital displays that are centrally managed and addressable for targeted information, entertainment, merchandising, and advertising.

DMS is ideal solution for:

- **Airports**
- **Hospitals and clinics**
- **Educational institutions**
- **Libraries**
- **Enterprises open-space signage**
- **Shopping Centers & Supermarkets**
- **Industrial lines**
- **Museums and Entertainment**
- **Hotels & Restaurants**

### Network Security

Network Security Solutions enable business to be conducted securely and privately even over the Internet and over local network as well. Comprehensive information security should be compromise as well as products and solutions in the IT security field that can comply with the highest levels of confidentiality, and is based on the organization's strategic considerations and its structure.



# Enterprise

## **Server Consolidation Solutions**

Customers now face the challenge of huge increase in data processing requirements which has resulted in servers being added faster than the IT environment can manage them, and if the legacy servers are underperforming and difficult to manage, then the IT management should consider employing server consolidation as an effective way to reduce costs, power and space requirements and the management complexities created by server disparity and sprawl.

GOLDEN-FIRST being a partner of leading Server vendors helps Customers in their Server Consolidation journey and thus benefits customers by reducing CAPEx and OPEx.

## **Storage Consolidation Solutions**

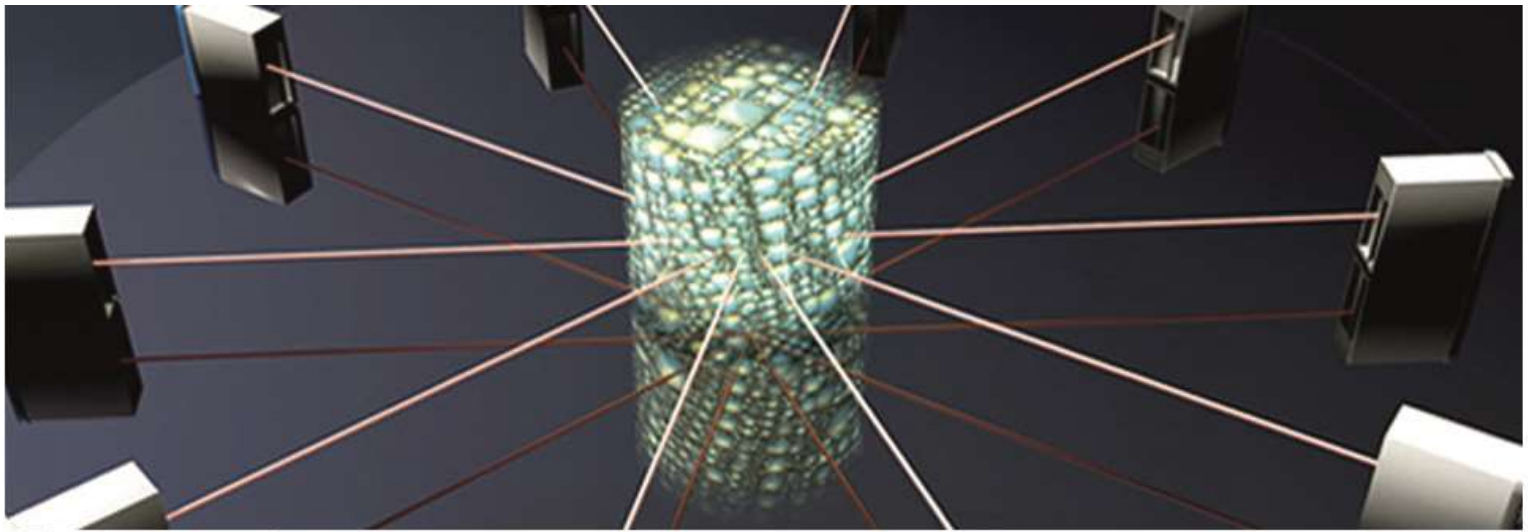
Information is critical to the success of nearly every kind of business, and the rate at which information is being generated is increasing exponentially. Of course, this information unto itself is of no value if it cannot be accessed and used to benefit the business. Business information must be made readily available to the appropriate users and applications when and where it's needed; central to that use scenario is the storage infrastructure upon which the information resides.

GOLDEN-FIRST facilitates organization with the ability to provide access to information to its users whenever it is required by providing turnkey Storage Consolidation Solutions. Our Objective for customers is to facilitate data backup and archiving for all subscribers in an enterprise, while minimizing the time required to access and store data.

With the new trend in the Storage Market the adoption of Unified Storage is becoming popular. Customers can unified their NAS and SAN in the same array thus getting true benefit of Storage consolidation, GOLDEN-FIRST has the ability to provide such solution for organizations. By providing Unified storage architecture we have reduced the data storage costs of organizations significantly. And the solutions are high scalable in nature whereby the infrastructure can be scaled to meet the increase in data requirement.

## **Server Virtualizations**

In line with the market trend of "go green" by spending less money on hardware purchases and managing more data with less hardware, we offer server virtualization solutions to optimize customers IT infrastructure, enable business continuity by automating the setup, sharing and storage of multi-machine configurations. Customers can provision new virtual machines in minutes and react faster to business demands.



# Enterprise

GOLDEN-FIRST - through its partnership with leading virtualization vendors – provides solutions for Server Virtualization. As organizations grow in size the need for computing also increases. The need for computing results in growing server sprawl which again results in high Data Center Operations cost. GOLDEN-FIRST addresses this problem providing efficient Server Virtualization solutions in cost effective fashion increasing ROI.

## Cloud Computing

Cloud Computing provides computation, software, data access, and storage services that do not require end-user knowledge of the physical location and configuration of the system that delivers the services. Cloud Computing delivers IT as a service. Services like Software as a service (SaaS), Infrastructure as a Service (IaaS), Platform as Service (PaaS) and lot more.

Over the few years, GOLDEN-FIRST through its strong partnership has helped Customers to transform their Datacenters into the Cloud. Through this GOLDEN-FIRST has given them better visibility on how IT resources are being used which had turned IT departments as Business Department rather than Cost Center.





# Infrastructure Solutions

## Structured Cabling Solutions

When an enterprise customer needs high-performance network infrastructure solutions, real-world capabilities can make the difference between business success and failure. Highly advanced Structure Cabling Solutions give enterprise executives and IT managers plenty of power to tackle mission-critical, high-bandwidth and emerging applications. Our solutions help enterprise customers take advantage of business opportunities that affect profitability — today and for years to come.

GOLDEN-FIRST has great experience in designing, building and maintaining structure cabling infrastructures that support multiple voice, data, video, security and multimedia systems.

Our Structured Cabling products range includes a leading range of Cable Products, Patch Panels, Cabinets and Racks as well as all the auxiliary products that enable structured wiring and smart building solutions. Our products include sophisticated monitoring equipment, access control and surveillance products. GOLDEN-FIRST is a "one stop shop" for all your network infrastructure needs; including:

- Copper Cables
- Single Mode & Multi Mod, indoor & Outdoor Fiber Cables
- Coaxial Cables
- Control Cables
- Pre Terminated Copper and Fiber Solutions.
- Pre Terminated Panels and Components
- Faceplates
- Surface Mount Boxes and Zone Boxes
- Multimedia Connectors.
- Horizontal/Vertical Cable Management
- Cable Runway
- Copper and Fiber Accessories
- Intelligent Infrastructure Solutions
- Network and Servers Cabinets
- Wall Mount cabinets
- Rack Systems & Components
- PDU & Power Strips
- KVM & LCD Monitors
- Cabinets Environmental monitoring & Security
- Grounding & Bounding





# Low Current and Electromechanical

## **Physical Security Solution**

Closed-Circuit Television (CCTV) is the use of video cameras to transmit a signal to a specific place, on a limited set of monitors. Effective security starts with understanding the principals involved. Simply going through the motions of applying some memory set of procedures isn't sufficient in a world where today's "best practices" are tomorrow's security failures.

IT security is a fast-moving field, and knowing how to perform the actions necessary for accepted practices isn't enough to ensure the best security possible for your systems.

Among the most basic of security concepts are access control and intrusion detection solutions. Working with comprehensive integrated solution, ensures the integrity of three core elements of IT security; identification, authentication, and authorization.

## **UPS Solution**

Electricity is crucial for any business. In today's 24x7 world business processes and company productivity are increasingly based on the reliable availability of power. That's why it's critical to protect your systems, data and operations.

An Uninterruptible power Supply (UPS) is one of the most cost-effective ways to provide clean high quality power without any break in supply, regardless of what the mains power supply is doing, safeguarding sensitive electronic equipment and key business areas against potentially devastating power problems.

GOLDEN-FIRST engaged UPS Solutions services to provide your company and critical business facilities an enhanced power filtering and battery backup capacity.

GOLDEN-FIRST has the knowledge and ability to understand your needs to provide you with the right clean power solution. We recognize that the selection of the correct UPS product for your application can require specialized knowledge.

## **Power Generation Solution**

Power setup is one of the most critical parts within Datacenter Facility preparation design. UPS, power generator, ATS, power cables, PDUs, ...; all are power components that should be designed very carefully to maintain continuity and efficiency of the Datacenter facility.

One of the most critical component is the power generator.

GOLDEN-FIRST deliver world-class, reliable diesel engines to power your machines and drive your business. In addition, we are specializes in a wide versatile range of generators.





# Low Current and Electromechanical

## **Solar and energy savings Solutions**

Green building brings together a vast array of practices, techniques, and skills to reduce and ultimately eliminate the impacts of buildings on the environment and human health. It often emphasizes taking advantage of renewable resources, e.g., using sunlight through passive solar, active solar, and photovoltaic.

GOLDEN-FIRST is working on fundamental principles persist from which the method is derived in to Energy Efficiency, Materials Efficiency, Indoor Environmental Quality Enhancement and Operations and Maintenance Optimization, The essence of green building is an optimization of one or more of these principles. Also, with the proper synergistic design, individual green building technologies may work together to produce a greater cumulative effect.

## **Professional Audio Visual and Lighting Solution**

GOLDEN-FIRST provides integrated and innovative audio visual and lighting solutions, technologies designed to empower and unit people, partners and sites.

Serving different markets, GOLDEN-FIRST has provided creative and on-budget solutions for corporate, education, public and residential sector, offers the power of total integrated control and connectivity on a single platform throughout the entire facility.

With a team of top-class talented AV engineers and technicians, experienced and certified professionals, we develop creative solutions such as:

Dynamic displays and large format video walls, cubes and tiles, wired and wireless audio conferencing, distributed speakers and professional sound reinforcement systems, video streaming and broadcasting, videoconferencing, telepresence and unified communication and collaboration. Managed and automated control systems. Digital signage and dynamic content.

## **Fire Alarm Solution**

An automatic fire alarm system is designed to detect the unwanted presence of fire by monitoring environmental changes associated with combustion and associated systems to control the spread of fire and smoke.

## **Raised Floor Solution**

From the smallest computer room to the largest office building, GOLDEN-FIRST offers a full range of raised access flooring systems With special focusing on Data center environments, that require the ability to accommodate a large number of data cables, handle high temperatures, and be adaptable for future





# Low Current and Electromechanical

technological and cooling progressions. A Raised Floor addresses all of these demands whilst remaining cost effective and enabling a flexible, secure, and dependable situation.

Accessories such as ramps, steps, grommets, fire barrier, handrails and power outlet boxes can be fitted to our flooring systems and a full range of coverings are available, making our products the ultimate in flexibility.



# Added Value Applications

## **iBill – IP Telephony Billing System**

Because telephone charges are commonly the third largest business expense after payroll and rent, it makes sense to use a call accounting system to monitor and manage those costs. Many managers are familiar with how call accounting can verify telephone bills, but do not always realize that this is only the beginning of its benefits. Properly used, call accounting systems can help managers define employee productivity expectations, allow businesses to reconcile phone bills, and even identify possible abuse of the telephone network. While any company can use call accounting, managing phone costs is all the more important in telemarketing or customer service organizations, where business is conducted almost exclusively over the telephone.

Out-of-box application has been developed and customized by GOLDEN-FIRST to be an added value solution integrated with IP telephony system. It caters the requirement of call accounting in various business areas and can be deployed virtually in any enterprise including institutions, hotels, hospitals, universities, banks, brokers, corporate enterprises, call centers and telemarketing agencies.

**iBill** is an industrial strength, fast, reliable, scalable and comprehensive call accounting system with statistics, multi-tenant, rate manipulation techniques. **iBill** is an easy to use application that designed to provide variant of services to the end user. Users who use the application can view/print different type of billing reports, also custom reports can be easily adapted.

## **iTVsuite – IPTV Middleware for Hospitality Market**

iTVsuite is a suite of IPTV middleware products that are geared to satisfy different customer requirements. iTVsuite HA is the product designed to provide the basic IPTV middleware functionality with focus on Hospitality is a product that provides the IPTV middleware functionality geared towards the hospitality business.

iTVsuite HA is an easy to set up and use middleware that requires minimum effort to install and administer. The middleware is designed to ensure a high availability IPTV environment. The design creates a loose coupling between the set-top box and the middleware. The set-top box is capable of functioning perfectly at all times even when the middleware server is shutdown or not operating properly. iTVsuite HA coupled with a redundant infrastructure provides the customer with a resilient, highly available TV viewing experience.