



**Softech** is Information & Security company that specialises in the provision of cost effective Information management systems and Security based strategy development services. We focus on delivering high-impact solutions that incorporate customised functionality specific to the project requirements.

The combination of thorough process, comprehensive experience and expansive creative vision enables us to create solutions that are innovative, usable and reliable.

**Softech** was established in response to the growing market demand for high quality Innovative solutions at affordable prices. Our commitment to refining the development process and creating a superior infrastructure has allowed us to introduce a range of packages and customised solutions that enable businesses to implement high value systems.

With industry experience and an ongoing relationship with well established companies, our IT and Security consultants, web designers, and developers have worked with industry leading companies such as NBB Investments , Brokerage House securities , Amass Real Estate , Amass Commercial and Media Vision to acquire an in depth understanding of the latest technologies and processes.



Softech office is situated at suite 403 of Al Khali Tower Located at the cross junction of Electra and Salam Street , just adjacent to the new Abu Dhabi Commercial Bank in Abu Dhabi the Capital city of United Arab Emirates. Softech is a professional company specialized in installation, configuration, maintenance and support of products grouped under the following divisions:

- i) IT (Hardware & Networking)
- ii) Security
- iii) Software ( Web & Application Development )
- iv) Telecommunication
- v) Office Automation.

### **1) IT Division (Hardware & Networking)**

This division, under experienced IT Engineers, manages the sales and service for branded Computers, Helps client to design and Engineer network layout and provides total networking and cabling solutions.

- Branded Desktop & Laptops
- Peripherals & Accessories
- Design & Configure LAN, WAN & Wireless Networking
- Structured Cabling & Labeling

### **2) Software Division**

This division, in the hands of professional programmers, supports with flexible programs and Web designing. In addition to Microsoft Programs,



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this division provides other customized software and applications with necessary training.

- Inventory solutions
- Web Designing

### 3) Security Division

One of the major divisions that is responsible for a full range of state-of-art digital security, surveillance and monitoring equipments and total **building security** solutions. Our product range that provides **total solution** to enable complete **Building Security Network (BSN)**.

- Access control
- Time Attendance
- Intruder Alarm system
  
- CCTV (Closed Circuit TV) monitoring system
- DVR ( Digital Video Recording )
- Over IP Network DVR systems
- ANTI Shop Lifting
- Metal Detection Equipments

### 4) Telecommunication

This division takes care of all Intercom, Paging, Public Addressing, telephone **PABX** systems.

- Public addressing systems (PA)
- Industrial Intercom
- VIDEO & Audio PHONE INTERCOM System
- Calling systems
- Wireless Radios Telecom



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- Video Conferencing
- Telephone key systems & PABX
- Home control & Automation System
- Structural Cabling

#### **5) Retail Shopping & Office Automation**

This division is responsible for the supply, installation and design of the following:

- Photocopiers
- Plotters, Scanners and copiers
- Laser Fax Machines
- Multifunctional Fax machines
- Paper Shredders
- OHP/LCD Projectors

With well experienced staff in hand , we confidently lead this market by giving optimum priority to **Customer Satisfaction**. We are committed to efficient after-sales-service support, and we provide **Annual Maintenance (AMC)** to the total satisfaction of our customers.

#### **Prestigious Clients :**

1. Brokerage House Securities
2. Media Vision

#### **Brokerage House Securities**

Brokerage House Securities is the true friend of value added investors, facilitating the entire process of complex transaction ,paper works and



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providing intelligent guidance related to share markets ( Abu Dhabi Securities Market & Dubai Financial Market ) .

Responsibility : Management of IT department

Roles : Designing , Planning , Implementation and Maintenance of

- IT Infrastructure
- ATM Routers
- Lease line Routers
- Internet Routers
- Application Server
- Exchange Server
- Database Server
- Web Server
- Digital video Recorder
- Juniper Firewall
- Symantec Corporate Edition
- Managed 1000 Mbps Switch
- Phone recording Server
- Internal 1000 Mbps Network
- 40 Desktop workstations
- Wireless Access points
- Trading software support
- Website updates and modification
- Administrating OMS application
- Administrating back office ( Broker vision application)
- Administrating internet trading Module



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Brokerage House Securities uses the enhanced state of art software from FIT for it's transactions. The high-level functionality of the Investor Vision solution (Software System) is as follows

- ◆ Broker Vision Module – back-office

Responsible for all of the back office operations such as: Client Management, Order Management, Trades Management, MIS, Dividends Management, Financial Management, Margin Trading, Client Accounting Management and Market Gateway, Portfolio Management, System Security Management

- ◆ OMS & Risk Management

Providing the ability to view the market on a real-time basis through the Market Watch, ability to display the market depth, market by order and market by price, the ability to enter orders from your workstation directly into ADSM with the ability to monitor the investor exposure and risk. Adding to that, the ability to view on a real-time all of your entered orders, their status and the flexibility of changing or deleting on filed orders. Also this module provides the trades Tape Ticker for all executed orders in the market and ADSM Market News.

- ◆ FIX Protocol Enabled

This feature will enable the Order Management System to connect seamlessly to the market in a real-time basis, allowing brokers to link their internal back office with the OMS which will reduce the effort and work of entering transaction details into the back office system, creating an STP environment. Added to that the potential scalability,

and growth in the broker operations to facilitate more users and eventually increase business generating opportunities.

- ◆ Internet Trading

This feature will provide the brokers with the ability to offer Internet Trading to its investors, facilitating order entry based on a set of rules and controls the broker enforce and agree on with ADSM management. Such a service will dramatically lower the transaction cost which will eventually increase the broker net profits.

- ◆ Information Dissemination

This feature will enable the brokers to disseminate information in a real-time basis to their investors via multiple service channels such as the Internet, and SMS in a batch format

- ◆ STP

Straight Through Processing will be achieved in the system as a whole, increasing the efficiency of the operations by the initiating order entry which will trigger the full cycle of operations. As soon as the market is closed for trading, all of the broker internal operations are conducted automatically, reducing the effort spent in the clearing and settlement process of the broker with his clients, allowing brokers to focus efforts in serving their clients better and offering innovative benefits to their clients.

- ◆ SMS (short messages services) Interface Module



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This will enable the broker to send an SMS to his investor upon accepting the client order and upon executing the order in the market in a real-time basis.

### Media Vision

Media Vision is an leading Advertisement & printing firm . Media vision uses high end graphics workstations like Apple Mac G5 and Intel dual core processor systems for there Designing department and high end Roland 2.5 meters and 5 meters printers to bring in to life there creativity.

Responsibility : Establish & Management of IT department

### **The Mission**

To provide Ultimate solutions to small, medium and large businesses establishment and to valuable end-users keeping in mind a long time customer relationship .

### Our Contacts:

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