SETRA

A world of excellence

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About Us

Our journey began in 1994 as pioneers in computer site preparation. Over almost three decades we developed continuously to become expert system integrators, providing end-to-end turn-key solutions in Data Centers & Power, Fire & Security, Command & Control centers, Low Current systems, Automation, Maintenance and Networking.

In addition to customized solutions, we provide the Saudi market with a comprehensive range of cables, batteries, cabinets, raised floors and other specialized products required in the development of the Kingdom's IT infrastructure. We do so through our solid partnerships with tier one vendors and an experienced team of sales experts & supply chain specialists.

With more than 400 employees today across branches in Riyadh, Jeddah, and Al Khobar we continue to pursue excellence in service and quality, focusing on delivering solutions & products to clients across the Kingdom of Saudi Arabia.

400+ Highly skilled employees

1,000+ Clients

6 Specialized Business Units

40+ Partners

ISO 9001 CERTIFIED

BSI

OUR VISION
We aspire to be one of the best technology suppliers and integrated solutions providers to enable clients, end users & suppliers success through our inspiring leadership and empowered people.

OUR MISSION
Our mission is to enable the success, sustainability, digitization, connectivity, safety, security & automation needs of organizations & facilities across the Kingdom.

SETRA Business Units

SETRA's expertise in the electrical, mechanical & computer engineering fields pushed us to establish specialized entities that provide specific solutions to serve our customers better.

Our Business Units are:

Data Center and Power Solutions

Consultancy services , UPS systems, Precision cooling systems, Raised floors, Monitoring systems, Data cabling solutions, Fire detection & suppression systems.

Automation Solutions

Building & Industrial Automation.

Fire & security Solutions

Fire Alarm & detection systems, Fire Suppression systems, CCTV & Access control systems, IPTV systems, VESDA systems, Public address Systems, AV solutions, Command & Control room solutions.

Low-Current Solutions

IPTV & Digital Signage systems, CCTV systems, Access Control, all types of alarm Systems, Gate Barrier, Road Blocker, Tire Killer & Turnstiles, LPR Systems, Under Vehicle inspection Cameras, Parking Systems, Public Address systems, Hotel Lock Systems & Nurse call systems

Maintenance & Field Services

UPS Maintenance, Battery Replacement & Service, Generator & Automatic Transfer Switch (ATS) Service, Computer Room AC Maintenance, Fire Alarm, Data Center Cleaning, Raised Floor Replacement & Repair, Data Center Audit & Site Survey

Cables & Connectivity Solutions

Instrumentation & data cabling systems, Battery systems, Cable tray systems, Racks & Cabinets, Metallic enclosures & connectors.

Data Center & Power Solutions

In today's digital age, data centers are inevitably linked to organizational growth and product/service differentiation. At SETRA, we were able to enhance the reliability and operational efficiency of data centers, which we believe are now mission critical facilities.

Our Data Center & Power Solutions business unit harnesses innovative technologies and latest engineering, to deliver reliable power systems with efficient power-backup solutions. Our product offerings address uninterrupted power supply, line conditioning, voltage stabilization, standby generators, batteries and charging systems.

SETRA has carved out a unique niche in the industry, successfully delivering hundreds of projects all over the Kingdom, for the Government, Semi-Government, Defense, Banking and Telecommunications sectors.

Our diversified solutions ensure that data centers are protected from power fluctuations & are agile enough to address current as well as future requirements.

SETRA's Data Center & Power Solutions are offered in the following sub-systems:

- Uninterrupted Power Systems
- Precision Cooling Systems
- Raised Floors
- Monitoring Systems
- Fire Detection & Suppression Systems
- Data Cabling Solutions

Automation Solutions

Nowadays, Automation is a dynamic sector, with applications in many industries. As such, SETRA Automation Solutions has invested considerable resources into crafting industry-specific solutions and teams.

Our solutions are segmented into two divisions, Building Automation & Industrial Automation:

Building Automation
We deliver ideal solutions for all types of buildings and structures.
Through an intelligent automation system, facilities of all types & sizes are now capable of much higher operating efficiencies. At SETRA we successfully implement the below systems:

- Building Management System - BMS
- Lighting Control System - LCS
- Guest Room Management system - GRMS
- Isolation, Surgery Rooms & Labs - Air Control Valves
- Energy Efficiency ESCO

Industrial Automation
SETRA is committed to delivering well-engineered Industrial Automation Solutions to ensure our customers achieve their production targets efficiently and effectively while providing an optimum level of after-sales support and customer service. We engineer and execute the following systems:

- Distributed Control Systems - DCS
- Supervisory Controls & Data Acquisition - SCADA
- Visualization & Human Machine Interface - HMI
- Central Control & Monitoring Systems - CCMS
- Substation Automation Systems - SAS
- Telemetry Systems
- MV & LV Motor Drive Systems
- Instrumentation
- Rotating Machines Condition Monitoring System - CMS
- Network/Pipeline Leak Detection System - LDS

We provide specialized solutions to the following industries:
Education, Healthcare, Food & Beverage, Hospitality, Entertainment, High Rise, and Commercial Buildings. Water & Wastewater, Energy, Power, Oil & Gas, Transportation, District Cooling, Cold Stores, Refrigeration, Fuel Management, and Renewable Energy.

Fire & Security Solutions

SETRA's Fire and Security solutions business unit, with its qualified team of engineers & technicians, and a wide range of technology-enabled systems and solutions, is dedicated to ensuring that safety is uncompromised.

We handpick the most reliable products, and conduct meticulous design, programming, testing, and commissioning to safeguard the premises from fire and any other security threats.

Our technical knowledge and industry-leading experience enables us to successfully handle the below solutions:

- Fire alarm and detection systems
- Fire suppression systems (NOVEC, FM200, CO_2, etc.)
- CCTV & Access control systems
- Internet Protocol Television systems (IPTV)
- Very Early Smoke Detection Aspiration System (VESDA)
- Public address systems
- Audio/Video Solutions
- Command & Control Rooms Solutions

Low Current Solutions

SETRA's Low Current Solutions business unit is a turn-key systems integrator & solutions provider. Focusing on security, monitoring, paging, physical & electronic security systems with strong roots and experience in the Healthcare and Defense sectors. **Thanks to SETRA's large project portfolio, qualified teams & top quality products, we have become experts in providing cost-effective, safe and innovative solutions.**

SETRA's appreciation for state-of-the-art systems and tailor-made solutions is exemplified by the Low Current Business Unit, which also specializes in:

- IPTV & Digital Signage Systems
- CCTV Systems
- Access Control
- Fire Alarm Systems
- Gate Barrier, Road Blocker, Tire Killer & Turnstiles
- LPR Systems, Under Vehicle Inspection Cameras
- Parking System
- Public Address Systems
- Hotel Lock System
- Perimeter Protection System
- Fibre Linear Heat Detection Systems
- Data Infrastructure Systems (Passive)

- Data Network Systems (Active)
- Smart Video Analysis
- Nurse Call Systems
- Disable Alarm System
- Intrusion Alarm Systems
- IP Telephone System
- Master Clock System
- MATV
- INTERCOM Systems
- Bed Head Units
- Emergency Evacuation Equipment
- ID Card Printers

Our solutions are tailored for almost all sectors such as: Aviation, Public Transportation, Government, Healthcare, Education, Oil & Gas, Industrial and Residential

Maintenance & Field Services

Our Maintenance and Field service unit provides high-quality services to mission critical facilities across the Kingdom of Saudi Arabia.

We maintain your peace of mind.

- Uptime Institute Accredited Data Center Specialists
- Over 80 Trained Engineers & Technicians
- Experts in Preventive and Corrective Maintenance for Mission Critical Systems
- Vendor-Certified After-Sale Services
- Saudi Civil Defense Certified for Fire Alarm System Services
- Proven Record in various industries: Banking, Healthcare, Hospitality, Food & Beverage, Education, Telecommunication and Public Sector
- Digital Platform for Service Delivery: Salesforce Field Service Software

Power Systems Maintenance
Our services include:
- UPS & UPS Battery Preventive Maintenance
- Full Generator Service
- Oil and Fuel filters change
- Electrical systems testing
- Coolant testing and treatment
- Fuel/Oil analysis and fuel tank care
- Air filter replacement
- Oil and coolant changes
- Load bank testing
- Emergency Response

Battery Replacement & Service
Our battery maintenance scheme includes diagnostics such as:
- Visual inspection of all batteries, terminals, and connectors for visible signs of damage and corrosion
- Thermal imaging of the battery installation to identify hotspots and faulty connections.
- Recording of float and open circuit cell and string voltages
- Recording of ambient battery room temperatures
- Checks of all battery connector torque settings.
- Testing carried out using proven industry leading equipment
- Data collection for detailed analysis and report generation
- Early identification of battery deterioration
- Detailed reporting of cell float voltage, internal cell resistance and inter-cell connection resistance

HVAC & CRAC Maintenance
Our services include:
- Air Filters
- Mechanical components
- Refrigerant levels
- Compressors
- Coils
- Electrical Testing

SETRA is the sole distributor of UK made Airedale precision cooling solutions in Saudi Arabia and our engineers are trained and certified by Airedale to carry out preventive and corrective maintenance for Airedale equipment.

Low Current Systems Maintenance
Systems we maintain:
- Fire Alarm and Suppression Systems
- Environmental Monitoring Systems
- Access Control Systems
- Video Surveillance Systems
- Water Leak Detection Systems
- Smoke Detection Systems
- Chart Recorders (Temperature, Humidity and Pressure)
- Emergency Light Systems
- Building Management Systems

The services we provide:
- Testing as per NFPA and Saudi Civil Defense guidelines
- Routine and detailed checks
- 24/7 Monitoring and remote monitoring
- Visual inspections
- Fault resolution & Troubleshooting
- System upgrade
- Programming

Data Cleaning Center Services
Data center dust and contamination can cause equipment to overheat, corrosion damage, electrical and mechanical failure.
By keeping your data center clean and removing contaminants regularly, server room operators can protect their spaces from equipment damage and loss of up time.
Our services include:
- Data Center Cleaning matching ISO 14644-1 standard.
- Raised Floor Replacement and Repair
- Data Center Audit and Site Survey

Cables & Connectivity Solutions

PDP Platinum | **Belden®** Preferred Distribution Partner

SETRA's Cable & Connectivity business unit is among KSA's top three leading, end-to-end solutions providers for instrumentation & data center cabling, trusted by organizations, integrators, end-users, and contractors to enable a connected world. Over the years, SETRA's Cable & Connectivity business unit has consistently strengthened its supply-chain relationships, customer experience and product portfolio. Our solutions help you address industry challenges, increase performance and value of your resources throughout a project's lifecycle.

SETRA is a 'Platinum Preferred Distribution Partner' of Belden, a global leader in networking, connectivity, and cable products. We stock and sell most of Belden's product range in the region, offering customers top notch cable solutions.

Our products include data cables, fire resistant cables, fiber optic cables, low-current cables, control cables, and industrial cables. In addition to cabling & connectivity solutions we offer a broad range of cable tray systems, metallic enclosures, batteries, connectors, racks & cabinets.

Our Cable & Connectivity solutions portfolio includes:

- Broadcast and Professional AV (Audio/Video) Application
- Security and Alarm Application
- Surveillance and CCTV Applications
- Analog and Digital Application
- Data Communication Application
- Building Management System & Automation Applications
- Telecommunication Application
- Commercial CATV or MATV Applications
- Residential, Light Commercial & Institutional Applications
- Structured Cabling Solution It Application
- Industrial Instrumentation Application
- Electronic Wire & Cable Application
- Variable Frequency Drive Application
- Transportation Application
- Industrial Conductivity & Ethernet solutions
- Oil, Gas & Petrochemical Solutions
- Power Generation - Solar & wind energy solutions
- Metallic Enclosures for Low Voltage Power Distribution & Automation Industry
- Air-conditioning & Ventilation Solution for Electrical & Automation Cabinets
- Enclosures for industrial plants, suitable for all applications in electronics & automation and LV Power Distribution
- Console Enclosures ideal for visualization and process control by MACHINE operators
- Ventilation solutions, to dissipate heat, aerate electrical cabinet and remove internal heat pockets.

Partners & Certifications

Being one of the leaders in the Saudi market for more than 25 years has helped SETRA develop in-depth and multi-discipline expertise, and strong partnerships with tier-one companies.

Low Current

Fire & Security

Automation

Data Center & Power

Cable & Connectivity

Our Clients

SETRA solutions are delivered as promised and on time by our reliable, capable, qualified, and certified team members, who are committed to delivering the highest in quality.

Government & Semi -government
Al-ELM Information Security Company (Al-ELM)
Jeddah Municipality
Ministry Of Defense
Ministry Of Health
National Water Company (NWC)
Riyadh Airport Company (RAC)
Royal Saudi Air Force (RSAF)
Saline Water Conversion Corporation (SWCC)
Saudi Arabian General Investment Authority (SAGIA)
Saudi Electricity Company - National Grid
Saudi Railways organization

Banking, Financial Services & Insurance
Alistithmar Capital
American Express
Bank Al Bilad
Bank Al Jazira
Emirates NBD
Medgulf
National Bank of Bahrain
National Bank of Kuwait
Riyad Bank
Saudi Industrial Development Fund (SIDF)
The Saudi Investment bank

Healthcare
Al Mana Hospital
Hayat Medical Care Group
King Abdul Aziz Medical city
King Fahad Medical City (KFMC)
King Faisal Specialist Hospital (KFSH&RC)
King Saud Medical City
Kingdom Hospital & Consulting Clinics (KHCC)
National Medical Care
Prince Sultan Military Medical City (PSMMC)
Saudi German Hospitals group

Facility Management
Abdulla Fouad Group (AFG)
Al Khozama Management Company
CBRE
Dhuruma O&M Company Ltd
EMCOR facilities services
Enova Facilities Management Services LLC
International Real Estate Partners (IREP)
Safari Group
SRACO Company
Zahran Operation & Maintenance

Retail
Abdullah Al Othaim Markets
Carrefour
Patchi
Rubaiyat
Tamimi markets
Virgin Megastore

Oil & Gas
Arab Petroleum Investments Corporation (APICORP)
Halliburton Energy Services Inc.
National Gas And Industrialization Company (Gasco)
Quantum Eurostar Energy solutions LLC
Saudi Aramco
Saudi Basic Industries Corporation (Sabic)
Schlumberger Middle East

Hotels
Crowne Plaza Riyadh Minhal
Four Seasons - Riyadh
Intercontinental Hotel- Makkah
Movenpick - Anwar al Madina
Rosewood- Jeddah
The RITZ CARLTON

Food & Beverage
Al Rabie Saudi Foods Co.
Al Safi Danone
Al-Marai Company
Al-Mawarid Food Company Limited
Arasco
Nadec
Sanabel Al Salam

Education
King Abdullah University of Science and Technology – KAUST
King Fahd University for Petroleum and Minerals
Naif Arab University for Security Sciences (NAUSS)
National eLearning center
Prince Mohammad University
Princess Nourah University
Umm Al-Qura University (UQU)
University of Dammam

Contracting
Al Bawani Co.
Al Hada Contracting Company
Al Hashemiah Contracting Co. (HATCO)
Al Yamama Company for Trading & Contracting
Bechtel
Beijing Emirates company
El Seif Engineering Contracting Co.
Fahhad Construction Company (FCC)
First Fix
First Gulf Company (FGC)
Modern Architecture Contracting Co. (MACC)
S.A. BAYTUR Construction Co.
Samsung
Saudi Arabian Trading and Construction Company (SATCO)
Saudi Bin Laden Group
Saudi Services for Electro Mechanical Works Co. (SSEM)
Saudi Technical Limited
Saudi Tumpane