



SETRA



الشركة السعودية الألكترونية للتجارة والمقاولات المحدودة


Saudi Electronic Trading & Contracting Company Ltd.



**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 our customers in Saudi Arabia 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 our offices 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.

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.



400+ Highly skilled employees



1,000+ Clients



6 Specialized Business Units



40+ Partners



SETRA Business Units

SETRA's expertise in the electrical, mechanical & computer engineering fields enabled us to establish specialized entities that provide specific solutions to enhance our customer's experience.

Our Business Units are:

Data Center and Power Solutions

Standby power systems, Precision cooling systems, Raised floors, Monitoring systems, Data cabling solutions, Fire Detection & Suppression systems.

Automation Solutions

PLC/SCADA, Instrumentation, Drives system, Industrial IOT, Smart Cities/Buildings, Building Management System (BMS), Lighting Control System, Guest Room Management System, and solutions extending to multiple industries & applications.

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 our customers' data centers and other mission critical facilities.

Our Data Center & Power Solutions harnesses innovative technologies and latest engineering, to deliver reliable power systems with efficient power-backup solutions. Our product offerings include 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 and batteries
- Standby Generators and Line Conditioners
- Precision Cooling Systems
- Raised Floors
- Monitoring Systems
- Fire Detection & Suppression Systems
- Data Cabling Solutions





Automation Solutions

Automation is a dynamic industry, with applications across numerous sectors. 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:

- Smart Cities/Buildings
- 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:

- PLC/ SCADA Systems
- Industrial IOT (IIOT), Digitalization - Consultation & Implementation
- RTU/Telemetry Systems
- Central Control & Monitoring Systems/Power Management System – CCMS/PMS
- MV & LV Motor Drive Systems
- Instrumentation Systems
- 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, equipped with 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 customized 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, CO₂, 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)
- Artificial Intelligence Video Analytics
- 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
- Disabled Toilet Alarm

**Our solutions are tailored to meet the security needs of numerous segments such as:
Aviation, Public Transportation, Government, Healthcare, Education, Oil & Gas, Industrial and Residential**





Maintenance & Field Services

Our Maintenance and Field Service Business 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 & Corrective Maintenance
- Full Generator Service
- Emergency Response
- Spare Parts on a wide range of brands
- Power Analytics & Recommendations

Battery Replacement & Service

Our battery maintenance scheme includes diagnostics such as:

- Visual inspection
- Thermal imaging
- Recording of voltages
- Recording of room temperatures
- Connector torque settings
- Industry leading equipment
- Data collection for detailed analysis and report generation
- Early identification of battery deterioration
- Impedance testing

HVAC & CRAC Maintenance

Our services include:

- Preventive & Corrective Maintenance
- Spare Parts & Consumables
- Installation & Relocation services
- 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 Center Cleaning Services

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

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.



Safety & Security Solutions

AP SENSING
advanced photonic

BOSCH

EDWARDS
Global Technologies

Simplex

GATEKEEPER
Intelligent Security

LENEL
A UTC Fire & Security Company

PELCO
a Motorola Solutions Company

TekTone
COMMUNICATIONS FOR TODAY... AND TOMORROW.

AKCP
Est. USA 1981

VALCOM

KANTECH

tyco

DEF
Solutions and services for fire safety systems

American Dynamics

11k
LIQUID LEAK DETECTION SYSTEMS

Audio / Video Solutions

CRESTRON

ARTHUR HOLM

BARCO

BOSE

beyerdynamic

CHRISTIE

TRIPLEPLAY
Digital Signage | IPTV | Video Streaming

televic
conference

KATHREIN

exterity

Extron Electronics

Data Center & Power Solutions



Automation, BMS & SCADA Solutions



Cable & Connectivity Solutions



Batteries



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
The Saudi Investment Bank

Healthcare

Al Mana Hospital
Dr. Sulaiman Al Habib Medical 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
International Real Estate Partners (IREP)
Safari Group
SRACO Company
Zahran Operation & Maintenance

Retail

Abdullah Al Othaim Markets
Carrefour
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

Intercontinental Hotel - Al Khobar
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)
Bechtel
Beijing Emirates company
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



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