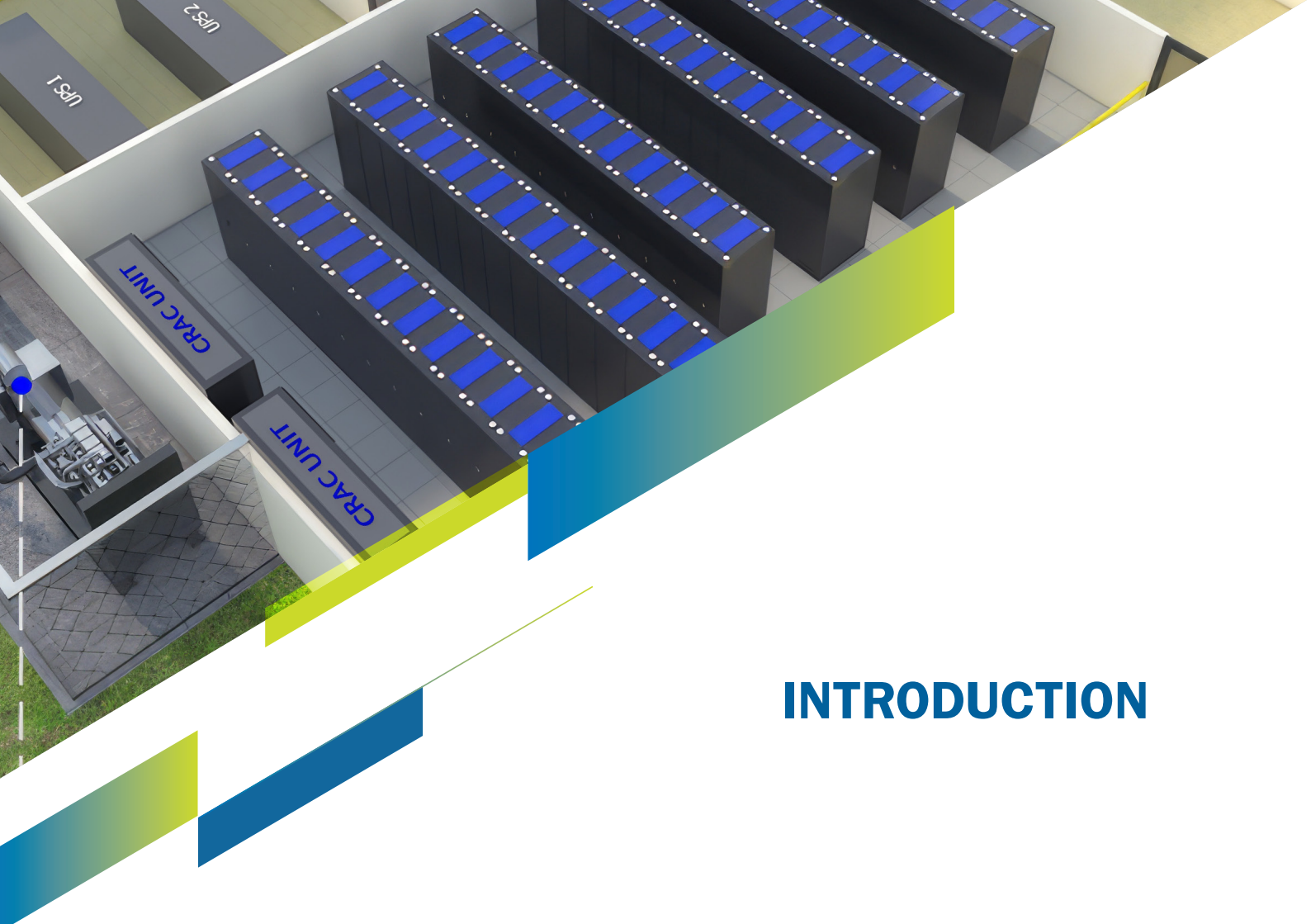# SETRA
DATA CENTER ENGINEERING SOLUTIONS

Enabling Your Success, Enhancing Your Customers' Experience

End-to-End Excellence in Data Center Infrastructure & Power Solutions.

🌐 **www.setra.com.sa**

INTRODUCTION

EMPOWERING SAUDI ARABIA'S DIGITAL TRANSFORMATION

Vision 2030 drives Saudi Arabia's economic diversification, driven by digital transformation. By adopting advanced technologies like AI, IoT, and Industry 4.0, the Kingdom is establishing itself as a global tech leader, encouraging innovation, and unlocking new opportunities across industries.

The rapid expansion of telecom networks, AI-powered solutions, high compute intensity needs, and high-speed data transmission is driving a surge in demand for hyperscale data centers. These state-of-the-art facilities are essential for enabling ultra-low latency computing, ensuring data security and powering next-generation smart cities, real-time analytics, and an interconnected digital economy.

SETRA is at the forefront of this transformation, delivering cutting-edge, high-performance infrastructure that empowers enterprises and government entities with scalable cloud computing, secure enterprise solutions, and a future-ready digital landscape.

OUR COMMITMENT TO VISION 2030:

Scalable Resilient Data Centers

Powering AI-driven applications & cloud computing

Secure & Compliant Data Facilities

Protecting critical sectors like healthcare & finance

Sustainable Digital Infrastructure

Driving renewable energy, AI-powered efficiency, and eco-friendly cooling technologies

KEY DATA CENTER TRENDS

AI-driven high-density compute powers real-time processing in healthcare and smart cities. Hyperscale data centers scale for cloud, IoT, and AI data center, focusing on sustainability with PUE optimization, renewables, and liquid cooling. Edge and micro data centers enable ultra-low latency for 5G and automation. Data Center-as-a-Service (DCaaS) is growing, offering scalable, on-demand compute power. These trends are transforming data centers, enhancing efficiency, scalability, and sustainability in a digital-first world.

At **SETRA,** we anticipate and integrate **emerging trends into our solutions** to ensure that our clients remain ahead of industry demands. From **ultra-low latency computing to zero-trust security models,** our approach ensures data centers are built to sustain **long-term digital growth and reliability.**

Setra's Commitment:

We ensure your data center operations remain at the forefront of global trends, delivering scalable, secure, and energy-efficient solutions to your tier requirement.

The future of data centers is being shaped by AI, sustainability, and hyper-connectivity

SHAPING THE FUTURE OF DIGITAL INFRASTRUCTURE

AI-Driven Compute Power

High-density computing is reshaping data centers with real-time AI processing for healthcare, smart cities, and mission-critical applications.

Hyperscale Expansion & Modular Data Centers

Next-gen hyperscale solutions support massive computing capabilities. Prefabricated modular centers reduce deployment time, ensuring faster scalability.

Edge & Micro Data Centers

Bringing computing power closer to users with ultra-low latency for 5G, industrial automation, and IoT applications.

Sustainability & PUE Optimization

The shift towards AI-powered energy management, liquid cooling, and green data center designs is reducing carbon footprints.

Cybersecurity & Compliance

Zero-trust security models and in-country data storage are crucial for highly regulated industries.

5G & Quantum Computing Readiness

Ultra-fast, low-latency networks are driving mission-critical applications, demanding future-ready infrastructure.

SETRA'S COMMITMENT TO EXCELLENCE

A successful data center is **more than just infrastructure** - it is a **strategic asset** that drives efficiency, security, and business continuity. At **SETRA**, we specialize in designing, engineering, and implementing **customized data center solutions** that align with our clients' unique operational goals. Our **Uptime-certified engineers** ensure that every project meets the highest industry standards in **availability, security, and sustainability.**

Our solutions focus on **ensuring compliance with tier specifications, optimizing energy consumption, and extending asset lifespan.** Whether designing micro **data centers, modular expansions, or full-scale hyperscale facilities,** we work collaboratively with our clients to deliver **cost-effective and future-ready solutions.**

Comprehensive solutions tailored for ultimate efficiency

TAILORED DATA CENTER SOLUTIONS FOR EVERY NEED

At SETRA, we work closely with our clients to design and deploy tailored, high-performance data center solutions that prioritize:

✓ **Infrastructure Compliance**
Ensuring uptime-certified, tier-compliant availability & security.

✓ **Sustainability & Carbon Neutrality**
Supporting green initiatives & renewable energy adoption.

✓ **Energy Efficiency**
Achieving optimized PUE (Power Usage Effectiveness).

✓ **On-Time, In-Full Project Delivery**
Meeting milestones with precision.

✓ **Asset Durability**
Delivering high-performance, long-lasting infrastructure.

✓ **Return on Investment**
Maximizing long-term value and operational savings.

Building the backbone of digital transformation

COMPREHENSIVE DATA CENTER INFRASTRUCTURE SOLUTIONS

A data center's infrastructure defines its **performance, scalability, and security.** SETRA provides **end-to-end solutions,** from **critical power and cooling systems** to **network security and automation,** ensuring seamless operations and maximum efficiency. Our infrastructure expertise covers **energy-efficient power distribution, real-time environmental monitoring, and resilient security frameworks** to support organizations across all sectors.

END-TO-END SOLUTIONS FOR SEAMLESS OPERATIONS

Critical Power & Distribution:

- MV/LV panel boards, transformers, busways, UPS & battery systems
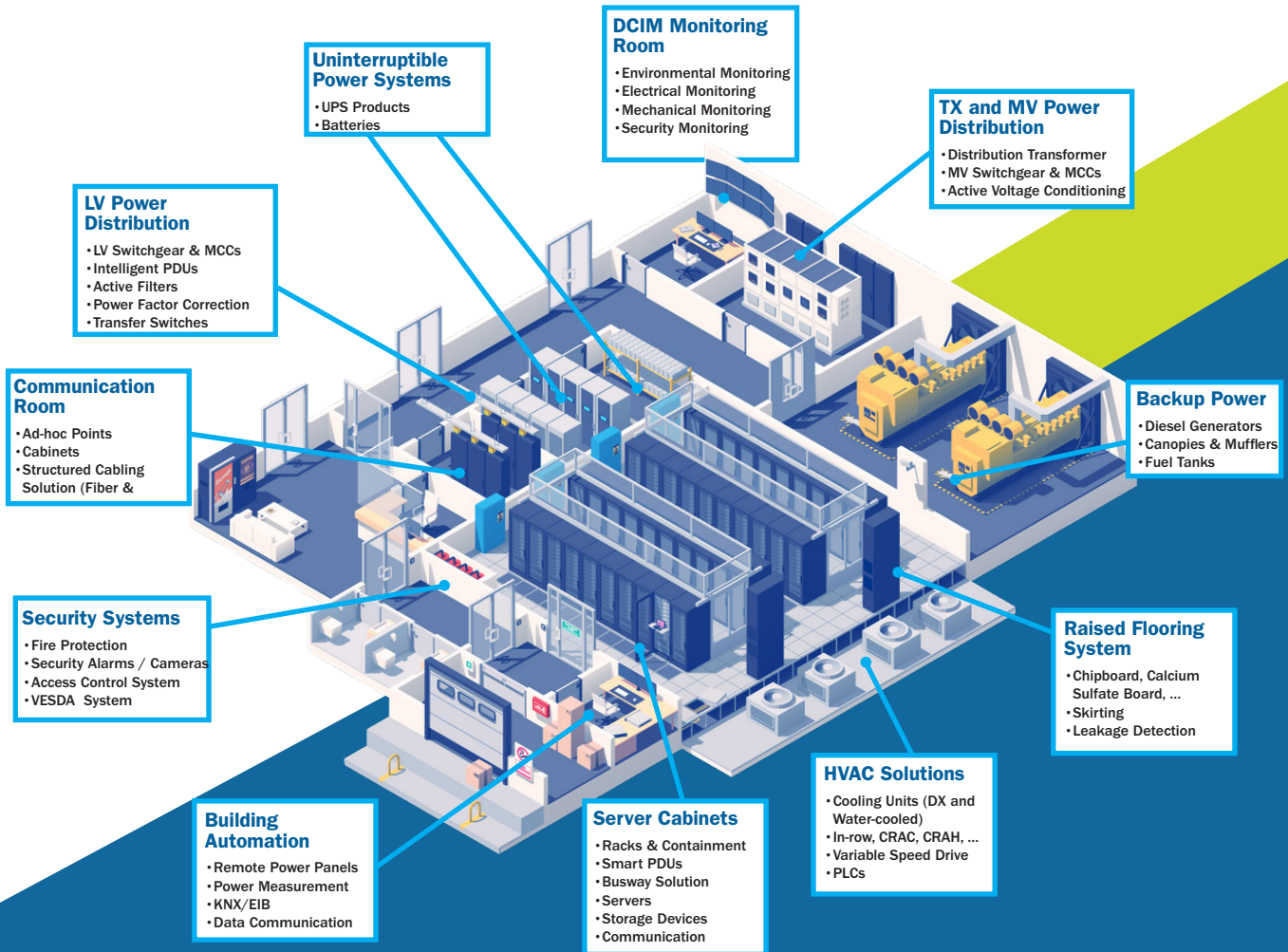- Standby generators & ATS, PDUs (Power Distribution Units)

Cooling & Environmental Systems:

- Precision cooling: CRAC, CRAH, in-row liquid cooling
- Leak detection, environmental monitoring, fire suppression

Security & Automation:

- CCTV, access control, zero-trust cyber protection
- Building management systems, asset tracking

Uninterruptible Power Systems
- UPS Products
- Batteries

DCIM Monitoring Room
- Environmental Monitoring
- Electrical Monitoring
- Mechanical Monitoring
- Security Monitoring

TX and MV Power Distribution
- Distribution Transformer
- MV Switchgear & MCCs
- Active Voltage Conditioning

LV Power Distribution
- LV Switchgear & MCCs
- Intelligent PDUs
- Active Filters
- Power Factor Correction
- Transfer Switches

Communication Room
- Ad-hoc Points
- Cabinets
- Structured Cabling Solution (Fiber &

Backup Power
- Diesel Generators
- Canopies & Mufflers
- Fuel Tanks

Security Systems
- Fire Protection
- Security Alarms / Cameras
- Access Control System
- VESDA System

Raised Flooring System
- Chipboard, Calcium Sulfate Board, ...
- Skirting
- Leakage Detection

Building Automation
- Remote Power Panels
- Power Measurement
- KNX/EIB
- Data Communication

Server Cabinets
- Racks & Containment
- Smart PDUs
- Busway Solution
- Servers
- Storage Devices
- Communication

HVAC Solutions
- Cooling Units (DX and Water-cooled)
- In-row, CRAC, CRAH, ...
- Variable Speed Drive
- PLCs

PROJECT EXECUTION & IMPLEMENTATION

PRECISION, EFFICIENCY, AND COMMITMENT – EVERY STEP OF THE WAY

Consultation & Feasibility Study

Understanding your needs

Design & Engineering

Optimized for performance & efficiency

Procurement & Deployment

Delivering on-time in full

Testing & Commissioning

Ensuring 100% operational excellence

Ongoing Support & Maintenance

Proactive service & monitoring

DC Facilities Management

Full DC "FM" ensuring design time availability

SEAMLESS PROJECT EXECUTION & SYNCHRONIZATION

With a **customer-first approach,** SETRA ensures **On-Time-In-Full project execution** by aligning with **global best practices** and industry regulations. Our project implementation framework incorporates **detailed feasibility studies, advanced engineering designs, streamlined procurement, and rigorous quality control** to deliver **high-performance, future-ready data centers.**

FROM CONCEPT TO COMPLETION, WE ENSURE SEAMLESS EXECUTION

TRUSTED BY INDUSTRY LEADERS

Our extensive experience in **data center design, implementation, and support** has earned the trust of leading **financial institutions, government bodies, and enterprises** across Saudi Arabia. SETRA provides **secure, reliable, and customized data center solutions** for organizations looking to scale their digital operations effectively and keep them future-proof.

CLIENTS WHO TRUST US WITH THEIR DATA INFRASTRUCTURE

We serve key sectors across Saudi Arabia, including:

✓ **Banking & Finance:**
Saudi Central Bank, Al Jazirah Bank, SAIB.

✓ **Government & Defense:**
Saudi Navy, Riyadh Metro.

✓ **Healthcare & Education:**
KAUST, King Saudi Medical City.

✓ **Transportation & Logistics:**
KAAIA – JED, KKIA – RUH & Riyadh Metro.

✓ **Telecom & Cloud:**
NEOM, Red Sea Global, Salam.

✓ **Enterprise & FMCG:**
Al Marai, Tawuniya Insurance.

✓ **Energy & Utility:**
Aramco, SEC, NWC.

OUR PARTNERS IN SUCCESS

COLLABORATING WITH INDUSTRY LEADERS FOR SUPERIOR SOLUTIONS

At **SETRA** Data Center, we believe **that strong partnerships with leading technology providers** are fundamental to delivering **state-of-the-art, highly scalable, and efficient data center solutions.** Our long-term collaborations with **renowned global technology firms** allow us to integrate the most **advanced systems** and **customized solutions** to meet the evolving needs of our clients.

Collaboration extends to data center EPC contractors, owners, and consultants.

Strategic partnerships drive innovation and success

CERTIFICATIONS & INDUSTRY STANDARDS

CERTIFIED EXCELLENCE IN DATA CENTER SOLUTIONS

At **SETRA Data Center**, we take compliance, security, and operational excellence seriously. Our certifications and industry accreditations reflect our commitment to delivering **world-class data center solutions** that meet the highest standards of quality, sustainability, and efficiency. We ensure that every project is executed with **precision,** adhering to global best practices and regulatory requirements.

Industry-leading certifications that guarantee quality, security, and compliance

SHAPING THE FUTURE OF DIGITAL INFRASTRUCTURE

SETRA QUALIFICATIONS

ISO 9001
Quality Management Systems

ISO 14001
Environment Management System

ISO 27001
Information Security Management System

ISO 45001
Occupational health & Safety Management System

ESG Certificate
Silver Plus Cyber Security Certificate by Aramco

IKTVA by Aramco standards
Cyber S. Certificate, Aramco

Local Content Certificate

SETRA TEAM QUALIFICATIONS

Uptime
Accredited Operations Specialist by Uptime Institute

Uptime
Accredited Tier Designer by Uptime Institute

PMP
Certified project management professionals in project delivery

Safety
Safety officer are OSHA, NEBOSH & IOSH

Six Sigma
Lean and Grean Belt

CONTACT &
OFFICE LOCATIONS

LET'S BUILD THE DIGITAL FUTURE TOGETHER

SETRA

الشركة السعودية الإلكترونية للتجارة والمقاولات المحدودة
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