Advanced Systems Company

ASC

Leading ICT solutions provider delivering innovative technology infrastructure, security systems, and digital transformation services across the Middle East.

About Advanced Systems Company

Advanced Systems Company (ASC) is a leading firm in the field of Information and Communications Technology (ICT). Our company specializes in providing comprehensive solutions for IT infrastructure, information systems, security technologies, and low-voltage systems integration.

With years of experience and a team of highly skilled professionals, we have established ourselves as trusted advisors to our clients. We provide innovative and tailored solutions designed to meet specific business needs while ensuring exceptional service and support throughout every engagement.
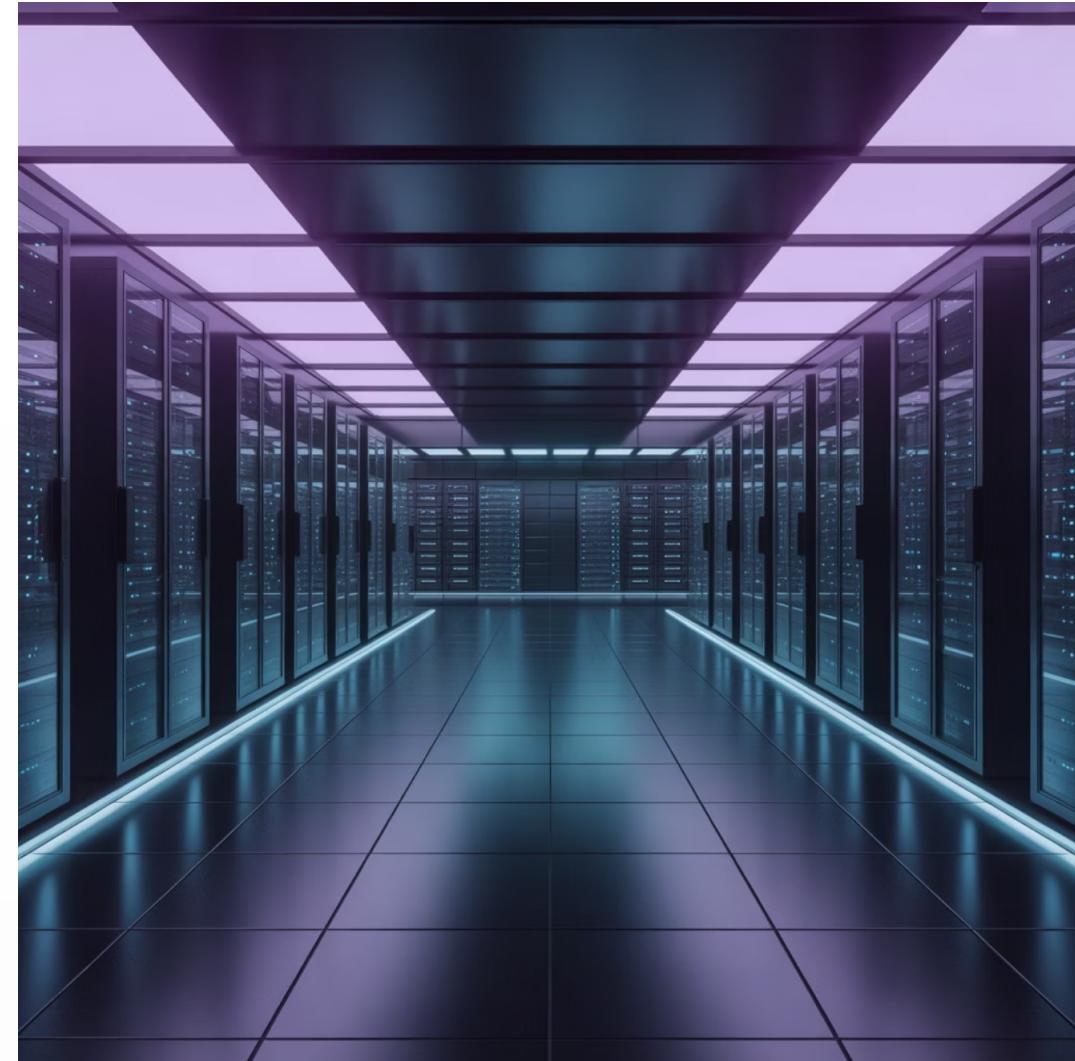
Our mission is to enable organizations to focus on their core business operations while we handle their complete technology needs. We remain committed to staying current with the latest industry trends and developments, ensuring our clients receive the most advanced and effective solutions available in the market today.

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Vision, Mission & Core Values

Vision

To be the leading regional systems integrator delivering advanced ICT, cybersecurity, AI, cloud, and digital infrastructure solutions across the GCC.

Mission

To empower organizations with end-to-end technology solutions that enhance performance, security, and operational excellence while delivering measurable value.

Core Values

- Innovation & Continuous Improvement
- Integrity & Professionalism
- Customer-Centric Delivery
- Quality & ISO-Driven Excellence
- Collaboration & Long-Term Partnerships

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Strategic Positioning

Regional Systems Integrator & Full-Service Technology Provider

ASC is positioned as a regional systems integrator and full-service technology provider, delivering advanced solutions in ICT, cybersecurity, AI, cloud transformation, data center readiness (Tier 3/4), low-voltage systems, and digital platforms.

We combine engineering depth, certified expertise, and global technology partnerships to deliver turnkey solutions across the GCC.

Key Differentiators:

End-to-end systems integration capabilities	Tier 3/4 data center design and implementation
Advanced cybersecurity and AI solutions	Comprehensive low-voltage systems expertise
Regional presence across GCC markets	Certified engineering teams with global partnerships

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Message From the CEO

It is with immense pride and gratitude that I welcome you to Advanced Systems Company (ASC). Our journey has been one of relentless innovation and unwavering dedication, establishing us as a true leader in the Information and Communications Technology (ICT) landscape.

ASC stands at the forefront of technological advancement, driving excellence in cybersecurity, cloud computing, artificial intelligence, and advanced infrastructure solutions across the Middle East. Our commitment to quality is underscored by our adherence to international ISO standards and various industry certifications, ensuring that every solution we deliver is built on a foundation of reliability and precision.

We believe in forging long-term partnerships, focusing intently on the unique needs of each client to deliver tailored solutions that propel their success. Your vision is our mission, and we are dedicated to being the trusted technology partner that empowers your digital transformation.

As we look to the future, ASC is poised for continued growth and regional expansion, committed to delivering innovative and dependable technology that builds a more connected and secure world. Thank you for choosing ASC; together, we will achieve extraordinary things.

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Our Corporate Structure

Parent Company

ASC is a proud subsidiary of Concept Combined Group, established in 2005. The group provides comprehensive services including telecommunications, IT solutions, application development, and retail and wholesale operations.

As a closed shareholding company, ASC operates with a paid-up capital of 1,000,000 KD, ensuring financial stability and long-term commitment to our clients and partners.

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The ASC Company Overview

Shareholder

Advanced Systems Company is a subsidiary of Concept Combined General Trading and Contracting. We operate as a closed shareholding company with a paid-up capital of 1,000,000 KD, providing the financial foundation for sustainable growth and client commitment.

Business

Our business areas span ICT and IT services, information systems, security infrastructure and technologies, industrial equipment and suppliers, as well as medical equipment and supplier services, offering comprehensive solutions across diverse sectors.

Coverage

Advanced Systems Company maintains a strong presence in both retail and corporate segments across Kuwait and the wider region, serving clients with localized expertise and international standards of service delivery.

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Shareholders and Subsidiaries

Our diversified portfolio reflects our commitment to comprehensive technology and business solutions across multiple sectors.

Organizational Excellence

Our organizational structure reflects our commitment to excellence across all functions. Under the leadership of our CEO, we have established specialized divisions that work in harmony to deliver exceptional results.

01

Finance & Administration

Accounting, budgeting, reporting, and office management ensure fiscal responsibility and operational efficiency.

02

Human Resources

Recruitment, training, employee relations, and procurement build our most valuable asset—our people.

03

Sales Division

Account managers and business development executives drive client relationships and revenue growth.

04

Presales Division

Solution architects and proposal engineers design technical solutions that address client challenges.

05

Operations Division

Specialized teams in CCTV, cybersecurity, ELV, audio-visual, IoT, and data centers deliver technical excellence.

ASC Company Organization Chart

Our organizational structure is designed to deliver excellence across all functions, with specialized teams working in harmony under unified leadership.

CEO

Unified executive leadership

Finance Department

Accounting, Budgeting, Reporting

HR Department

Recruitment, Training, Relations

Admin Department

Office Mgmt, Procurement, Logistics

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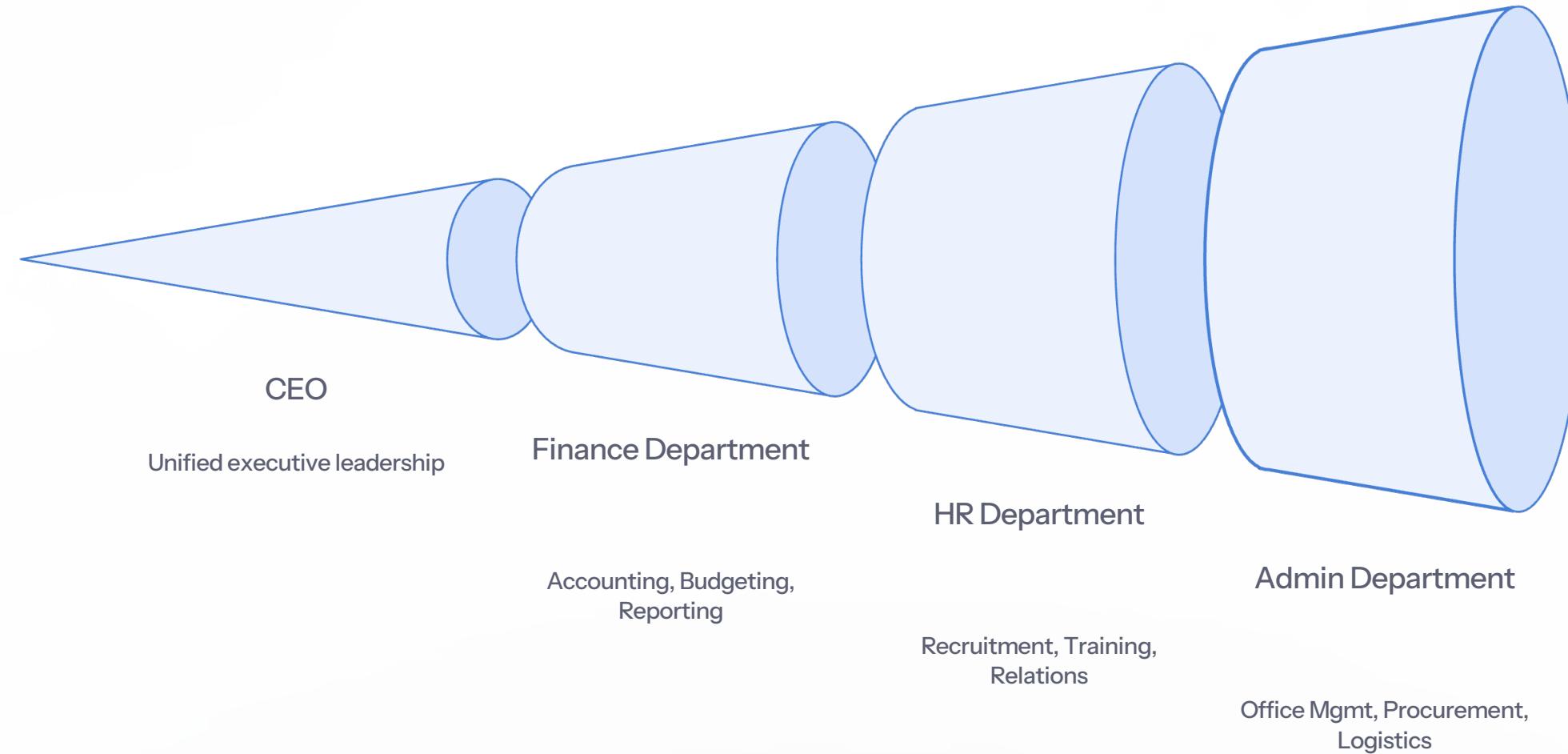
Business Divisions

Comprehensive Technology Solutions Across Six Core Areas

ICT & Networking

Enterprise networks, unified communications, passive/active infrastructure

Cybersecurity & SOC Services

Threat detection, SOC operations, compliance frameworks, and advanced security

AI & Digital Transformation

AI platforms, automation, analytics, machine learning, GPU systems

Data Center & Cloud Services

Tier 3/4 data center integration, hybrid cloud, migrations, disaster recovery

Low Voltage & Security Systems

CCTV, access control, fire alarm, IBFMS, structured cabling

Digital Solutions

Digital signage, queue management, wayfinding, LED & control room systems

World-Class Certifications

Our commitment to quality, security, and continuous improvement is demonstrated through our comprehensive portfolio of ISO certifications. These internationally recognized standards validate our processes and assure clients of our capability to deliver excellence consistently.

ISO 9001:2015	ISO 14001:2015	ISO/IEC 27001:2017
Quality Management Systems	Environmental Management	Information Security
ISO 45001:2018	ISO 41001:2018	ISO 20000-1:2018
Occupational Health & Safety	Facility Management	IT Service Management
ISO 22301:2019		ISO 42001:2023
Business Continuity		AI Management Systems

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Comprehensive Solution Portfolio

ASC offers an extensive range of specialized solutions designed to meet the evolving needs of modern organizations across multiple industries and sectors.

Hospitality Solutions

Guest experience systems, property management integration, and smart room technologies

ICT Solutions

Enterprise networking, telecommunications infrastructure, and unified communications

Education Solutions

Smart classrooms, learning management systems, and campus-wide connectivity

Healthcare Solutions

Medical imaging integration, patient monitoring systems, and healthcare IT infrastructure

Data Center Solutions

Design, implementation, and management of mission-critical facilities

Cloud Solutions

Migration, optimization, and hybrid cloud architecture services

Cybersecurity Solutions

Threat protection, compliance management, and security operations

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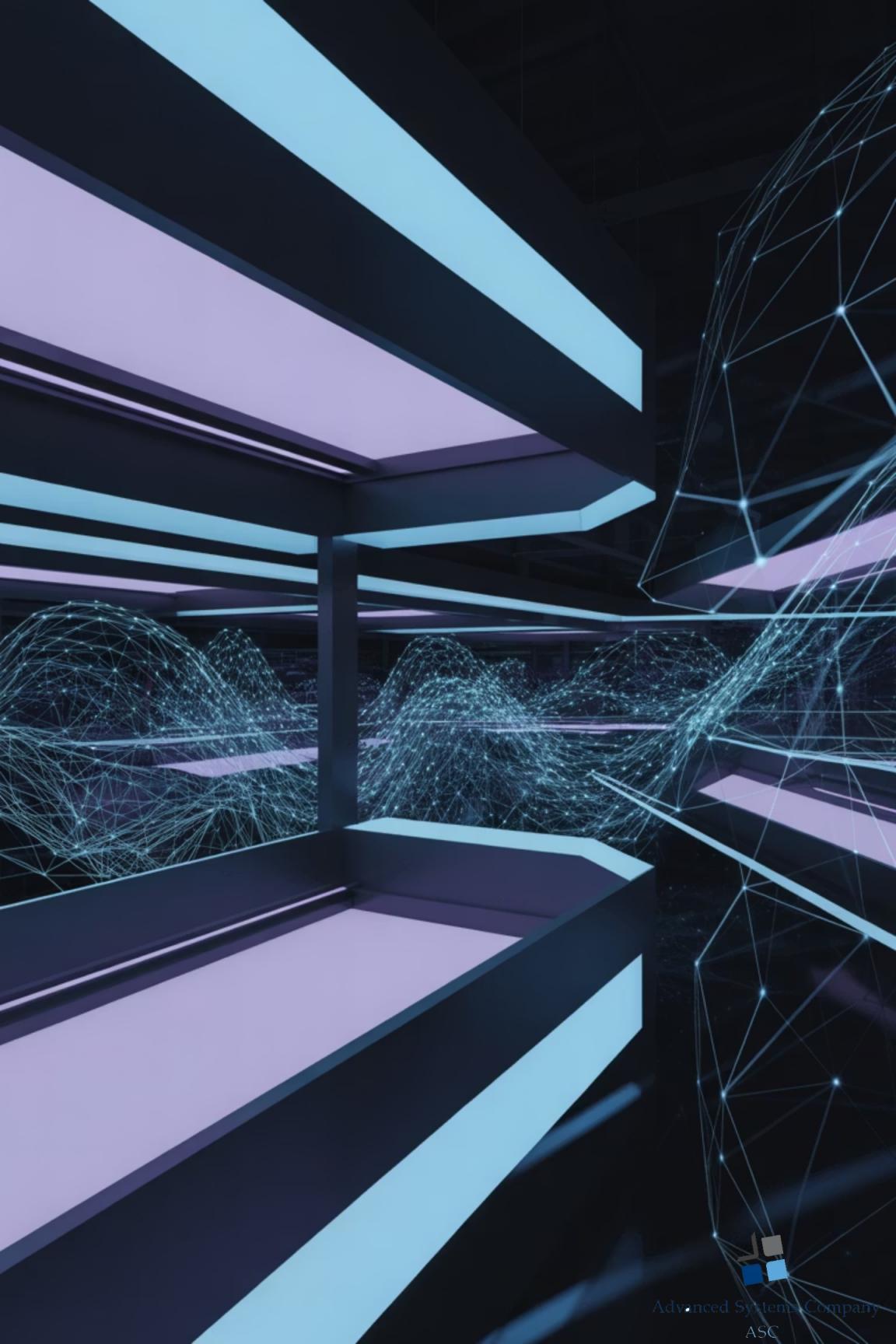
Our Service Capabilities

Core Services

- Banking and financial technology solutions
- Deep Packet Inspection (DPI) solutions
- Platform and software solutions
- Enterprise integration services
- Physical and cybersecurity systems
- Security screening devices
- Access control systems
- Video surveillance systems
- Cloud solutions and migration
- Storage solutions and data management
- Data center design and operations
- Infrastructure support services

Specialized Services

- Enterprise networking solutions
- CCTV and monitoring solutions
- Environmental management services
- ERP system implementation
- Network passive infrastructure
- IT operations outsourcing and managed services
- Digital signage (indoor and outdoor)
- Video wall and LED display systems
- Interactive LED displays
- Scoreboards and display systems
- Honeywell mobility solutions
- Automation solutions

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Extended Service Portfolio

Business Systems

- HR management systems
- ERP implementation and support
- Business intelligence and analytics

Communication Systems

- Audio-visual system integration
- IP telephony systems
- Public address systems
- IPTV solutions

Building Systems

- Integrated Building & Facility Management Systems (IBFMS)
- Fire alarm systems
- Master clock synchronization
- Environmental monitoring

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Trusted Technology Partners

We collaborate with the world's leading technology providers to deliver best-in-class solutions. Our strategic partnerships ensure access to cutting-edge innovations and comprehensive support for our clients.

Proven Client Portfolio

Our diverse client base spans government institutions, financial services, healthcare, education, and commercial enterprises. These partnerships demonstrate our capability to deliver excellence across multiple sectors and scales of operation.

Project Portfolio

Proven Track Record of Excellence

Kuwait National Guard (KNG)

Industry: Government / Defense

Scope of Work:
Fiber optics backbone and raceways, structured cabling (CAT 6A), data center design and implementation, enterprise and wireless networks, audio-visual systems, CCTV, Command & Control Center buildout, integrated ICT/security/AV systems, digital signage, IPTV and IP clocks, fire alarm and voice evacuation, UPS infrastructure, security screening and access control, and IBFMS integration.

Value Delivered:
A fully integrated, mission-critical ICT and security infrastructure enabling secure operations, high system availability, and centralized monitoring across all KNG facilities.

Kuwait National Guard (KNG) – Weapon RFID Tracking System

Industry: Government / Defense

Scope of Work:
Supply, design, and installation of RFID-based weapon tracking, Software platform for automated tracking, monitoring, and auditing.

Value Delivered:
Enhanced accountability, improved asset tracking accuracy, and increased operational security through automated RFID identification and real-time monitoring dashboards.

Al Daman Hospital (Jahra)

Industry: Healthcare

Scope of Work:
IP Telephony system supply, All-in-one PCs, Multifunction printers, IPTV TVs, Projectors & projection screens, Barcode readers, IP intercom systems, IM printers.

Value Delivered:
Modernized hospital communication and information systems, enabling higher staff productivity, smooth patient processing, and unified digital services across the facility.

Al Daman Hospital (Ahmadi)

Industry: Healthcare

Scope of Work:
IP Telephony system supply, All-in-one PCs, Multifunction printers, IPTV TVs, Projectors & projection screens, Barcode readers, IP intercom systems, IM printers.

Value Delivered:
Standardized digital infrastructure aligned with Jahra Hospital, improving operational efficiency, equipment lifecycle management, and patient experience.

Boursa Kuwait

Industry: Financial / Capital Markets

Scope of Work:
Indoor LED displays, Outdoor LED displays, Centralized content management system, Stock exchange data feed integration.

Value Delivered:
A real-time, high-visibility digital signage ecosystem that enhances investor communication, improves information delivery, and transforms the visual identity of Kuwait's financial hub.

Public Authority for Housing Welfare

Industry: Government / Infrastructure Development

Scope of Work:
Electrical power and lighting systems, HVAC installation and commissioning, Plumbing and sanitary systems, and low-voltage solutions including fire alarm, access control, CCTV, structured cabling, intercom, public address, and BMS.

Value Delivered:
A fully integrated MEP and low-voltage infrastructure that enhances operational efficiency, safety, and centralized control across PAHW facilities.

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Why Choose ASC?

Advanced Systems Company (ASC) is your trusted partner for digital transformation, offering unparalleled expertise and a commitment to excellence. Here are compelling reasons to choose us:

Proven Expertise

Over 20+ years of experience delivering ICT solutions across the Middle East.

Innovation-Driven Approach

Continuous investment in emerging technologies including AI, cloud, and advanced security solutions.

Dedicated Support & Service Excellence

24/7 support with dedicated teams ensuring business continuity and customer success.

Regional Market Leadership

Deep understanding of Middle East market dynamics and regulatory requirements.

World-Class Certifications

Comprehensive ISO certifications demonstrating commitment to quality, security, and excellence (9001, 14001, 27001, 45001, 41001, 20000-1, 22301, and 42001).

Strategic Technology Partnerships

Authorized partnerships with leading global technology providers ensuring access to cutting-edge solutions.

Comprehensive Service Portfolio

End-to-end solutions spanning cybersecurity, cloud, data centers, IoT, AV, CCTV, and digital transformation.

Industry-Leading Clients

Trusted by government institutions, financial services, healthcare, education, and major enterprises.

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What Sets ASC Apart

Unmatched Capabilities in Regional Systems Integration

In-House Engineering Excellence
Complete in-house engineering, presales, design, and delivery teams ensuring quality and accountability.

Exclusive Global Partnerships
Strategic partnerships with leading global vendors providing access to cutting-edge technology and support.

Proven Turnkey Delivery
End-to-end turnkey implementation capability from design through deployment and support.

Comprehensive ISO Certification
ISO-certified processes across quality (9001), security (27001), continuity (22301), and AI management (42001).

Critical Sector Expertise
Strong presence across government, enterprise, and critical infrastructure sectors with proven track record.

Regional Market Knowledge
Deep expertise in GCC compliance requirements, regulations, and local market dynamics with dedicated regional support.

Unified Architecture Integration
Unique ability to integrate ICT, cybersecurity, cloud, low-voltage systems, and digital solutions into cohesive, unified architectures.

5-Year Strategic Roadmap

Building the Future of Regional Technology Leadership

2026 – Foundation & Expansion

- Strengthening local markets
- AI & GPU server assembly activation
- Expanding LV and security portfolio
- Government sector growth (Kuwait + KSA)
- New global vendor partnerships

2027 – Regional Growth

- Opening offices in UAE & KSA
- AI-driven data center solutions
- Large-scale government ICT programs
- R&D unit for AI, edge computing, cybersecurity

2028 – Diversification

- Manufacturing expansion for security devices
- Drone assembly & forensic technologies
- Smart city integrated systems
- Major strategic partnerships

2029 – Global Integration

- International certifications & ISO upgrades
- Exporting ASC-made technologies
- Joint ventures with global tech manufacturers
- AI-enabled command & control centers

2030 – Leadership Position

- ASC recognized as leading GCC systems integrator
- Full AI ecosystem implementation
- Mega project portfolio across GCC
- Sustainable, green ICT initiatives

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Intelligent IP Services

Our intelligent IP services platform provides comprehensive network management, security, and optimization capabilities. This integrated approach enables organizations to maximize their technology investments while maintaining robust security and performance standards.

Through advanced analytics and real-time monitoring, we deliver actionable insights that drive operational efficiency and informed decision-making. Our services adapt to evolving business needs, ensuring sustainable technology infrastructure that scales with your organization.

Future Vision – AI & Smart Infrastructure

Leading the Next Generation of Digital Transformation

As technology evolves at an unprecedented pace, ASC is strategically positioned at the forefront of innovation. Our vision extends beyond today's solutions to shape the intelligent, connected infrastructure of tomorrow across the Middle East and GCC region.

1. Artificial Intelligence & Machine Learning

- AI-powered analytics and decision support systems
- Intelligent automation for business process optimization
- Machine learning for predictive maintenance and operations
- ISO 42001 AI Management Systems implementation

2. Smart Infrastructure & IoT

- Next-generation IoT platforms for smart cities and buildings
- Edge computing and real-time data processing
- Integrated sensor networks for intelligent operations
- Connected infrastructure for enhanced efficiency

3. Cloud Transformation & Hybrid Solutions

- Multi-cloud architecture and orchestration
- Cloud-native application development
- Hybrid cloud strategies for enterprise scalability
- Cloud security and compliance frameworks

4. Advanced Cybersecurity Intelligence

- AI-driven threat detection and response
- Zero-trust security architectures
- Security orchestration and automated response (SOAR)
- Quantum-ready encryption and security protocols

5. Digital Twin Technology

- Virtual replicas for infrastructure optimization
- Real-time simulation and scenario planning
- Predictive analytics for asset management
- Integration with IoT and AI platforms

6. GCC Market Expansion

- Strategic growth across Gulf Cooperation Council countries
- Localized solutions for regional requirements
- Partnership ecosystem development
- Regional centers of excellence

Through continuous innovation, strategic partnerships, and deep market expertise, ASC is committed to delivering the intelligent infrastructure that will power the digital economies of tomorrow.

Global Market Presence

ASC is expanding across the GCC with planned growth in Saudi Arabia, UAE, Qatar, Oman, and Bahrain. Our regional expansion strategy positions us to deliver world-class technology solutions throughout the Gulf region.

- Strategic presence across all GCC markets

- 35+ business solutions deployed regionally

- Localized support and service delivery

- Deep understanding of regional requirements and regulations

- Regional centers of excellence

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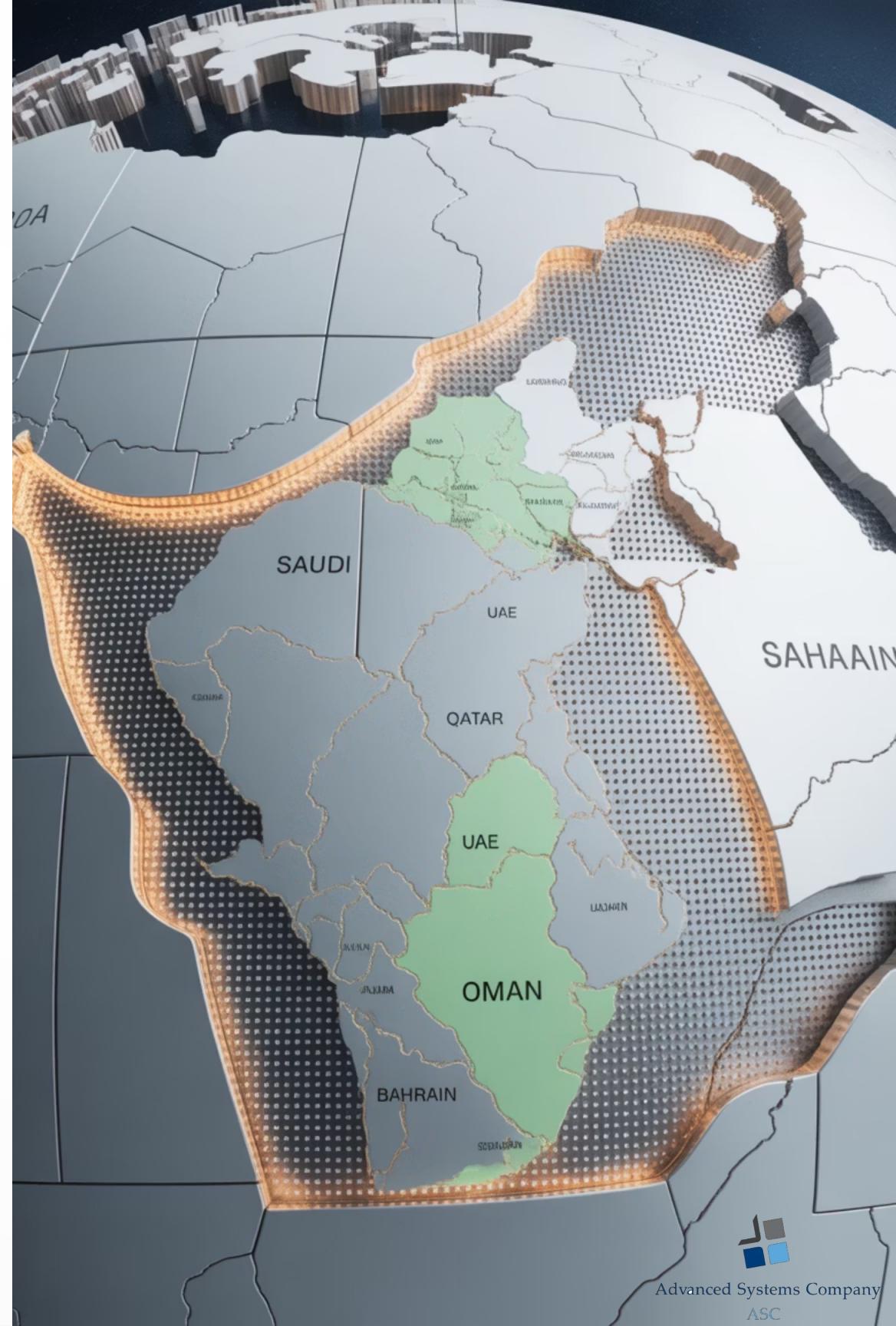
Performance That Speaks for Itself

35+
Business Solutions
Comprehensive solutions deployed across diverse industries

100+
Customer Implementations
Successfully delivered projects for satisfied clients

1,100+
Deployed Devices
Active systems supporting critical operations

92%
Customer Retention
Long-term partnerships built on trust and excellence

1
Service Center
Dedicated support facility ensuring rapid response

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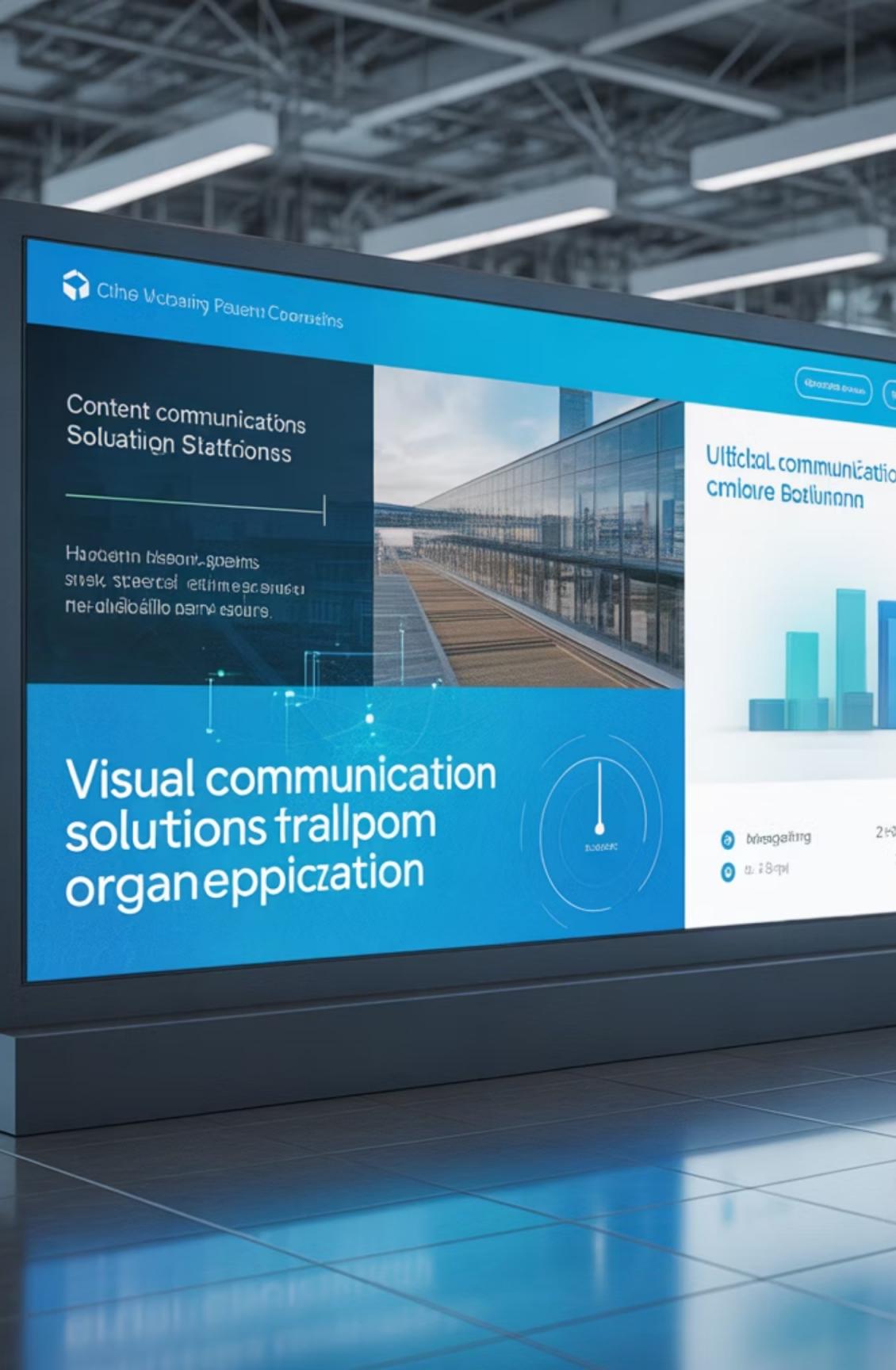
Digital Signage Solutions

Transform Visual Communication

Our digital signage solutions revolutionize how organizations communicate with their audiences. From corporate lobbies to retail environments, educational campuses to healthcare facilities, we deliver high-impact visual experiences that engage, inform, and inspire.

We offer comprehensive solutions including content management systems, hardware deployment, installation services, and ongoing support. Our scalable platforms accommodate everything from single-screen installations to complex multi-location networks with centralized control.

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Queue Management Solutions

Optimize customer flow and enhance service delivery with our intelligent queue management systems. Our solutions reduce perceived wait times, improve staff efficiency, and provide valuable analytics on service patterns and customer behavior.

1

Customer Check-In

Multiple check-in options including kiosks, mobile apps, and online booking

2

Queue Optimization

Intelligent routing based on service type, priority, and staff availability

3

Real-Time Updates

Dynamic displays and mobile notifications keep customers informed

4

Performance Analytics

Comprehensive reporting on wait times, service duration, and customer satisfaction

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Centralized Statistics & Reporting

Data-Driven Decision Making

Our centralized statistics and monitoring server software provides comprehensive visibility across your entire operation. Transform raw data into actionable insights that drive strategic decisions and operational improvements.

Network Monitoring

Complete visibility of all system activity and performance metrics in real-time

Workforce Analysis

Global evaluation of staff productivity and service quality across all locations

Customer Intelligence

Deep insights into customer patterns, preferences, and satisfaction levels

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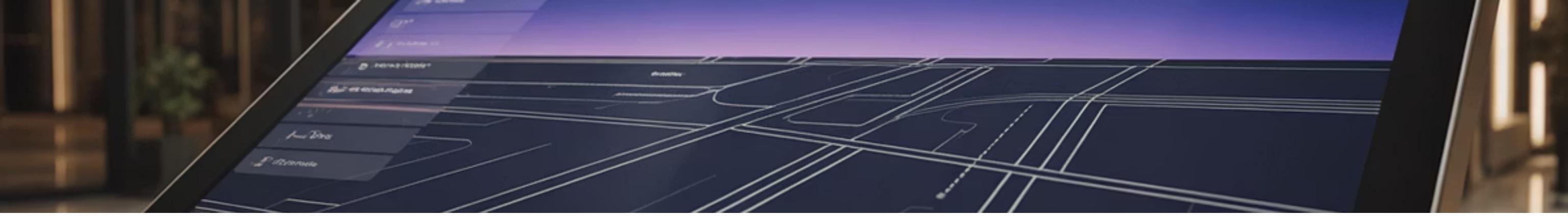
Advanced Wayfinding & Interactive Solutions
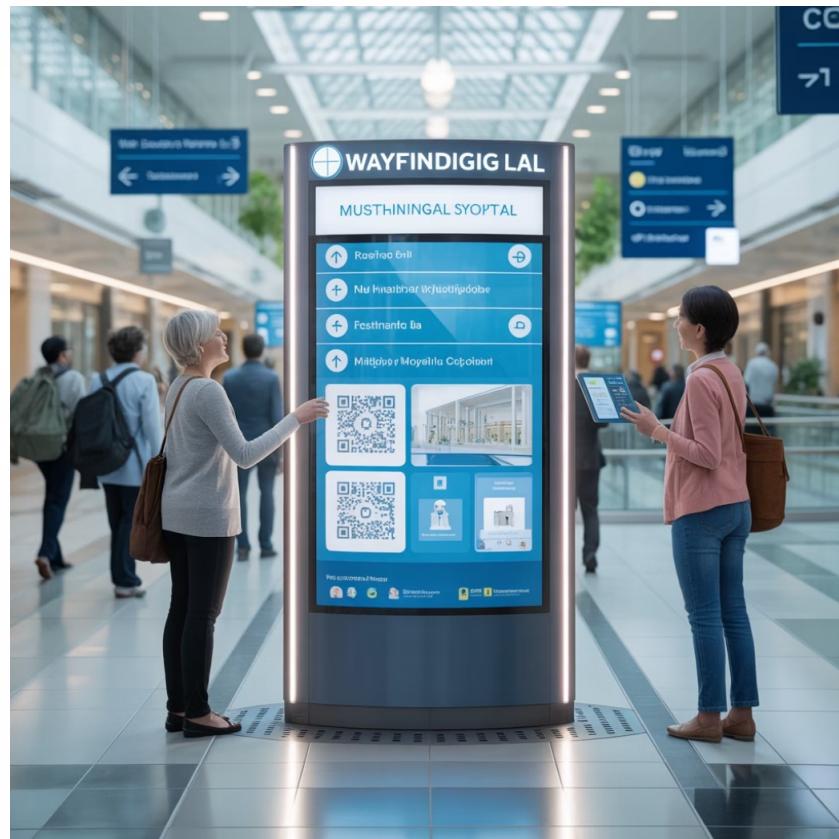
Navigate with Confidence

Our wayfinding solutions help visitors navigate complex facilities with ease, reducing confusion and improving the overall experience. From hospitals and universities to shopping centers and corporate campuses, we create intuitive navigation systems that work seamlessly.

Key Features

- Multi-building, multi-floor wayfinding capabilities
- Multi-language support for international audiences
- Multi-touch screen control for intuitive interaction
- QR code integration for mobile directions
- Communication content screensaver during idle periods
- Print or email/SMS directions directly to users
- Integration with third-party systems including barcode and POS

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Partner with ASC
Let Us Work Together

Advanced Systems Company is ready to transform your technology infrastructure and drive your business forward. Our team of experts is standing by to discuss your unique challenges and design solutions that deliver measurable results.

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Contact us today to schedule a consultation and discover how Advanced Systems Company can elevate your organization's technology capabilities to new heights.

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