BTAS

BEYOND TECHNOLOGY
AL SAUDIA

BTAS PROFILE

PRODUCTS & SERVICES OVERVIEW

Beyond Technology Al-Saudia (BTAS), formerly known as British Telecom Al-Saudia, has established steady growth and a highly professional reputation in the Kingdom of Saudi Arabia since the company's formation in 1989. This development has been based on the ability to undertake and manage the support and service of diverse technology platforms and operating environments. The existing in-house skills coupled with strong links with BT Global Services has meant that the company has always had access to specialized staff to develop solutions that meet the exacting communication requirements of its customers.

This approach has allowed BTAS to be extremely flexible but at the same time to offer managed services based on the successful BT Global Services model.

BTAS is the official channel, reseller and delivery partner of BT Global Services in Saudi Arabia. Throughout the Middle East, BTAS provides system integration, professional and managed services for Network Infrastructure, Unified Communication and Collaboration, Video Telepresence, Wireless Solutions and Analytics, Data Centers and Cloud Computing, Network and Cyber Security, IoT Smart Solutions, Local and Global IP Networks (MPLS).

BTAS offers next-generation managed security services with a 24x7 local Security Operations Center (SOC) in Saudi Arabia to meet the growing demand as one of the most-targeted countries in the region. Customers get a highly mature detection and response capability to manage their network and IT infrastructure by security experts 24x7 to proactively detect, respond and mitigate imminent attacks. These services come with one of the most aggressive SLAs supporting organizations of all sizes.

WE HELP YOUR TEAM TO BE MORE PRODUCTIVE, YOUR ORGANIZATION TO BE MORE EFFICIENT, YOUR CUSTOMERS TO BE HAPPIER AND YOUR SYSTEMS SECURE. WITH OUR COMPREHENSIVE SOLUTIONS PORTFOLIOS, WE ARE A ONE-STOP SHOP CATERING TO ALL YOUR IT REQUIREMENTS.

PRODUCTS & SERVICES PORTFOLIO

Connecting and protecting what matters most with our security, cloud and networking services.

Digital transformation and technology has changed how we do almost everything, and continues to move extremely fast.

So how do you stay ahead?

Simplify your infrastructure

If you're relying on aging technology, it's not just holding you back from digital opportunities. It's draining your budget and time. We can simplify your infrastructure and help you sweat those assets, so you can concentrate on running your business.

Build agility into your business

Digital technology brings huge benefits. But taking advantage of them can be a challenge. You need infrastructure that works for you and your customers, boosts productivity, cuts costs and helps you react swiftly to market changes.

Balance the risk and reward of the cloud

You want to use the cloud to access systems, apps, and data from wherever you are. But your aging infrastructure is getting in the way. We'll reliably connect your sites, people, and customers to your secure, scalable cloud services.

Make security integral to your business

While new technology brings opportunities, it also presents new security challenges. The dangers are everywhere: stolen identities, systems held to ransom, phishing scams. We have the technology and the intelligence to spot and tackle cyber threats before they become the stuff of headlines.

WHAT MATTERS MOST TO YOU?

Building relationships with your customers and the people you work with? Getting things done quickly and effectively? Using tech that simplifies, not complicates? To make all this work, you need an infrastructure that's secure, global and always-on.

BTAS

ICT – System Integration
Making connections and creating new possibilities.

System integrator of choice for your digital transformation.

BTAS is one of the leading system integrators in the Kingdom providing end-to-end capabilities across all industries.

We understand both technology and people helping you balance control. With digitisation and disruptive technologies on the forefront, we are embracing change rather than resisting it.

With state-of-the-art technological solutions, your organisation can focus on innovation to serve your customers more efficiently and effectively while we take care of the rest.

Trusted expertise and local reach.

We have technically certified engineers and experts on ground to deploy solutions with best in class delivery.

Our in-house team's specialisations include Security, Data Centre, LAN/WAN, Wireless, Cloud, Collaboration, IoT, Artificial Intelligence, Analytics, Passive and Low Current.

With a bilingual 24x7 Network Operation Centre (NOC), we offer customer support whenever you need and help you simplify operations and reduce overheads ensuring you are covered by our highly-skilled professionals.

BTAS has regional offices in Riyadh, Jeddah and Khobar so we have the best local reach covering operations in remote areas as well – a primary strength over other local ICT players.

Integrated and innovative solutions.

We aim to forge strong relationships with our customers as innovation partners.
Our range of solutions cover complete ICT portfolio providing services for network infrastructure, unified communication and collaboration, video telepresence, wireless solutions and analytics, data centres and cloud computing, network and cyber security, IoT smart solutions, global and local IP networks (MPLS).
All our services are coupled with consultancy to ensure solutions best fit your business needs and industry requirements.

Global and local alliances with partners.

We work with world class vendors to deliver solutions based on a choice of award-winning technologies to maximise your IT investments. With our global partnerships, we get the edge over others in the market. Through our close working relationship with a variety of vendors, we utilise our vendor-agnostic approach to offer the right technology choice for your various business needs to give you the best performance and return.

We promise customers we will help them make the right connections to thrive in this era of digital transformation.

BTAS

MANAGED SERVICES

Making the complex simple with fully managed end to end services locally.

Managed Security Services
Defending against today's threats.

Our local BTAS Security services are built to cater to the security requirements and legislations within Saudi Arabia, exploiting our experience in security projects alongside BT's comprehensive portfolio in the region.

We bring an end-to-end managed security services portfolio to offer a highly mature 24x7 detection and response capability by security experts to proactively detect, respond and mitigate imminent attacks safeguarding your data, network and IT infrastructure while keeping all logs secure locally.

We deliver both professional and managed security services for customers in Saudi offering:

• **Managed SOC:** Effective security monitoring is all about catching the small problems before they escalate and adversely affect your business. We harness a team of highly-skilled security analysts who employ proven processes and comprehensive security technologies

for incident detection and response, offering you a cost-effective approach to security. Our SOC team will manage and monitor your assets 24x7 in our resilient SIEM.

• **Managed Devices (Firewall / Web / IPS):** Managing your security estate can be complex and costly. We know the key challenges in professionally managing your most important assets so you are protected round the clock.

• **Endpoint Protection:** A single platform for hunting threats, disrupting behaviour and changing the economics of security operations. We can help protect your organisation's critical assets from unauthorised and malicious activities.

• **Vulnerability Management:** New vulnerabilities are constantly being discovered and your data could already be exposed to potential attackers. We ensure your organisation is defended against complex

threats with regular examination of your network to find weaknesses and secure any potential vulnerability without additional burden on your IT resources.

• **Threat Intelligence:** Harvesting the dark web for targeted attacks and breaches related to your organisation, in real time to notify you of existing or emerging threats.

• **Professional Services:** We provide you with other security services as needed like Security Consulting, Ethical Hacking, Security Assessment Firewall Migration, System Design & Implementation and most importantly GRC (Governance, Risk & Compliance).

Our Managed Security Services wrap experienced people and efficient processes around leading technologies for tailored next- generation capabilities so we help you identify and protect what matters the most to your business, complying with the National Cybersecurity Authority policies and standards in Saudi Arabia.
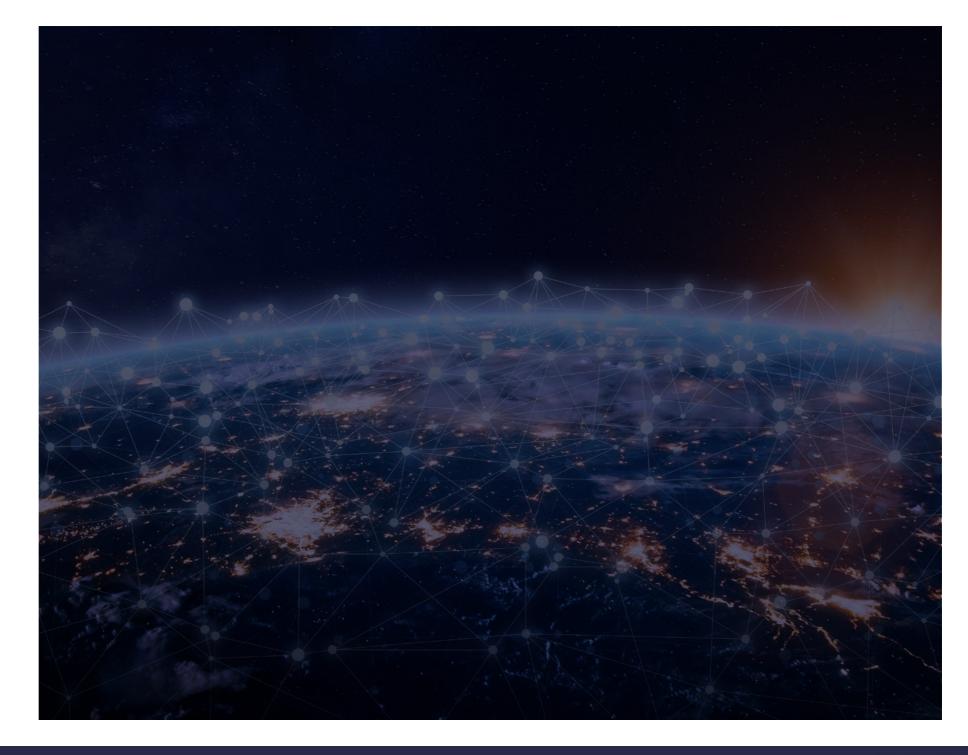
manageMe
Remote monitoring and management.

manageMe is a full featured managed service for 24x7 remote monitoring and management of all your network infrastructure by our engineers, you save cost without an in-house IT team.

We offer levels of network monitoring and management:

• **Discover:** Finds all connected resources on the network to provide detailed physical connectivity, asset-inventory and configuration information.

•**Manage:** Ensures network health, reliability and lowers risk of network downtime.

• **Analyse:** Offers detailed insight into IP traffic and exactly how your network bandwidth and capacity are used and by whom.

With manageMe, we guarantee your network health, security and reliability to decrease any risk of downtime round the clock providing you quality services and support. Our service is complied with the Saudi CITC requirement.

BTAS

Retail Analytics

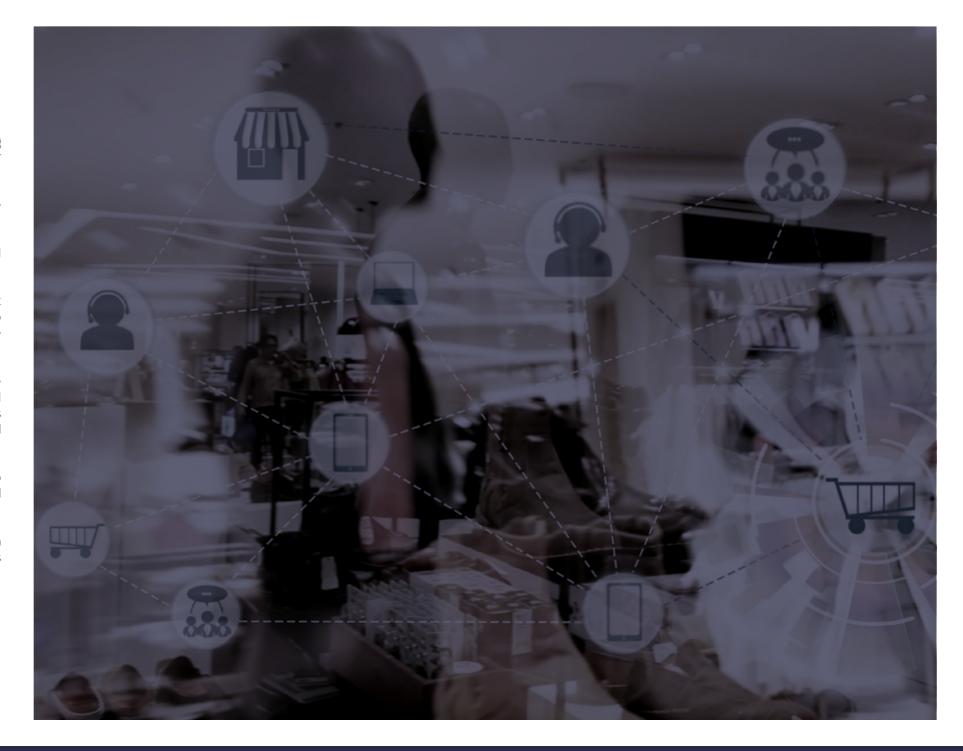## Transforming in-store experience with real-time insights.

Our solution provides retailers' insights on their customers' purchasing habits to create, to enhance and customise their in-store customer experiences.

Utilising new or existing Wi-Fi infrastructure in the store, we capture users through the facility by means of their smartphones.

We also use door counters, demographic cameras, BLE beacons and other sensors depending on your store requirements.

• **Analyse:** Sophisticated software provides heatmaps and exact location of users at any particular time recognizing repeat visitors to the store and from other branches. This information provides a wide range of analytics presented on an easy to use dashboard.

• **Engage:** Benefits can be achieved by allowing customers to use their smartphones to opt into loyalty schemes with a customised application to provide personalised messaging or push notifications to customers in-store based on their buying behaviours and personal profiles.

• **Integrate:** Point of Sales (POS) software can be integrated to enable further insights through correlation of store footfall and actual sales.

Our Retail Analytics solution delivers real time data and insights which lead to optimisation of both store operations and marketing efforts to increase sales.

WE DELIVER BT GLOBAL SERVICES; LOCALLY.

BT Connect
The network is at the heart of it all, enabling everything else.

Organisations need to meet increasing business demands and need a combination of network services brought together in the most dynamic and efficient way – an intelligent hybrid network.

BT Connect network services are available in more than 198 countries and global reach is achieved through over 5,150 PoPs (Points of Presence). BT operates a global MPLS network offering IP VPN and Ethernet VPN.

Dynamic Network Services offers a choice of SD-WAN services on global hybrid network which are unique to BT because of their network platform, service support and expertise.

BT Connect has a portfolio of network service:

• **Ethernet Connect:** Own and control your IP layer to connect to data centres at less than optical speeds with SLAs and performance of an MPLS based service.

• **IP Connect:** 'Ready-to-go' service, fully managed MPLS IP VPN service with wide range of built-in capabilities and easy cloud adoption, including router and security requirement to keep the control with strict SLAs maximising your productivity.

• **Internet Connect:** Extend your organisation to everywhere and everyone using the internet. High performance internet for your e-commerce and web presence with wide geographic reach for smaller and remote sites.

• **Web-VPN:** Extend your VPN to small and remote sites with a value network. Better aligning to business needs and cost for sites that do not need end-to-end SLAs or can't justify the price of MPLS IP VPN.

• **LAN Connect:** Wired and wireless LAN infrastructure scaled to meet your business needs that is designed, delivered and managed by BT so you're free concentrate on your core business

• **Cloud Connect:** Direct connections from BT's Connect network to major cloud service providers helps increase your network performance and security while reducing costs and improving time to deploy with better visibility, reporting and control. Connect multiple global sites to a single cloud provider to make workflows local to you.

• **Connect Intelligence:** Market leading application visibility and optimisation services with flexible SaaS based commercial model. Features include: end user and web based monitoring, hybrid networking and optimisation including acceleration, dynamic path selection, prioritisation and compression.

• **Diamond IP:** Efficiently manage your IP addressing. IP address management solutions for multi-vendor DHCP / DNSwith cloud automation and DNS security. As networks change faster than ever before, we deliver you on the promise of flexibility, value, service and hybrid delivery.

BT Security

Securing your business and data.

BT operates in over 180 countries supporting some of the world's largest companies, nation states and critical national infrastructures, it is a global leader of managed security services. They're constantly watching, learning, predicting and responding to the latest threats to protect customers and BT.

Helping customers thrive in a digital world, by delivering world-class security solutions with:

Security built into the BT Network
BT's approach to security is not as a standalone practice but an integral part of the journey to digital transformation.

Skilled team
BT's team of 2500 dedicated, skilled security experts understand how to prioritise and validate the threats that really matter to your business.

Threat management expertise
BT protects its networks from over 4,000 cyber-attacks a day. Monitoring and managing over 100,000 customers and BT devices around the clock from BT's 15 accredited global security operations centres. Experts at dealing with major incidents and protecting government and global organisations, in an ever-changing threat environment.

Global management
BT professionals are experts in ensuring your existing security controls are deployed effectively, patched and fine-tuned all centrally managed in BT's global SOCs.
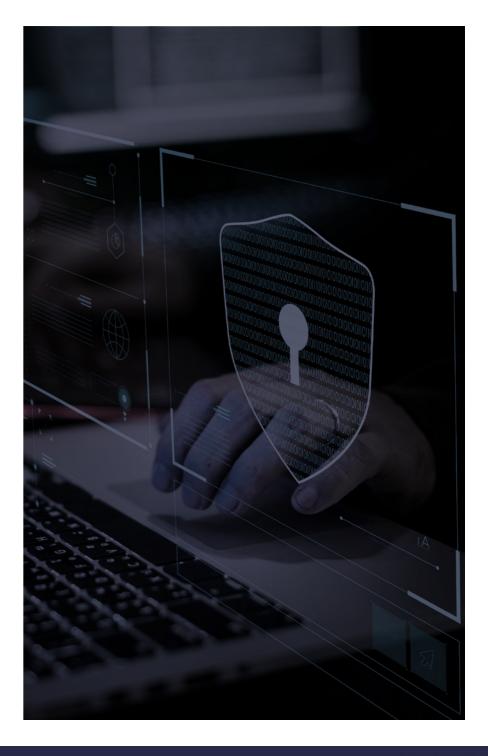
Leading intelligence
BT's ongoing work with Interpol, the NCSC and others, providing access to the datasets and global intelligence feeds allow BT to bring together information and correlate events, then turn this into actionable advice.

BT's range of security services include:

• **Managed security:** Integrated end-to-end managed services for essential security controls in cloud, endpoint, network, data and applications and identity. Technology agnostic working with 20 partners and over 200 security vendors.

• **Security intelligence:** Providing improved visibility of the latest threats and the tools to respond to give you greater visibility of the threats, help to manage and control threats more effectively.

• **Security consulting:** Advisory services, helping to translate business priorities into security strategy and operations. Full capability goes across individual but interlinked capabilities in five expertise domains: cyber; governance, risk and compliance; identity and access management; data security and infrastructure security. Offering world-leading security consultancy expertise with global Ethical Hacking Centres of Excellence.

BT is dedicated to minimising the impact and cost of security incidents on customers. BT Investigations team operates in partnership with Law Enforcement Agencies worldwide and their Security Incident Management Centre is manned 24 hours a day, 7 days a week, 365 days a year.

BTAS

BT Compute
Empowering customers' operations and business ambitions globally.

In a cloud environment, to guarantee service and security, you need to have a single, end-to-end global network that prioritises applications, manages access to data and optimizes performance.

And it's why we believe we're best placed to put these possibilities in reach, because of the combination of our networked IT services, experience, expertise and partnerships enabling customers to exploit the choices on offers that can't be matched.

BT's **Cloud of Clouds** is our portfolio strategy as the cloud services integrator. Our cloud ecosystem helps you navigate through the choice of network and cloud services that you need (ours, your own, 3rd party). Our growing community of cloud vendors gives you a range of services to choose from.

With our **Compute Management System**, we provide you choice and control in the cloud, connecting you across our global network through a secure central dashboard to manage the infrastructure, applications and data.

BT Compute portfolio consists of a rich mix of data centre and hybrid cloud services to secure the benefits of cloud faster, while future-proofing investments with flexibility and scalability:

• **Cloud Compute:** Pre-provisioned pay-as-you-go infrastructure as a service (IaaS) deployed from a choice of 22 locations globally.

• **Private Compute:** Private cloud services designed for using our data centre or yours, connected seamlessly to our cloud network.

• **Compute Storage:** Efficient and scalable click-to-deploy cloud storage offering full data sovereignty with ability for secure data sharing, backup and archiving.

• **Disaster Recovery and Business Continuity:** A recovery site to protect your critical workload with our hypervisor independent DR as a service (DRaaS) to cut down costs with a near zero RPO.

• **Apps from BT:** A simple and automated delivery platform for packaging, deploying and managing apps in the cloud in minutes.

• **Third party clouds:** Choice across BT Cloud of Clouds, with hyperscale cloud services available from Compute for Microsoft Azure and dynamic cloud services from Compute for SAP.

In terms of our SLA, we offer end-to-end services with resilience and assured availability at 99.95%, 24x7 with local service desks.

BTAS

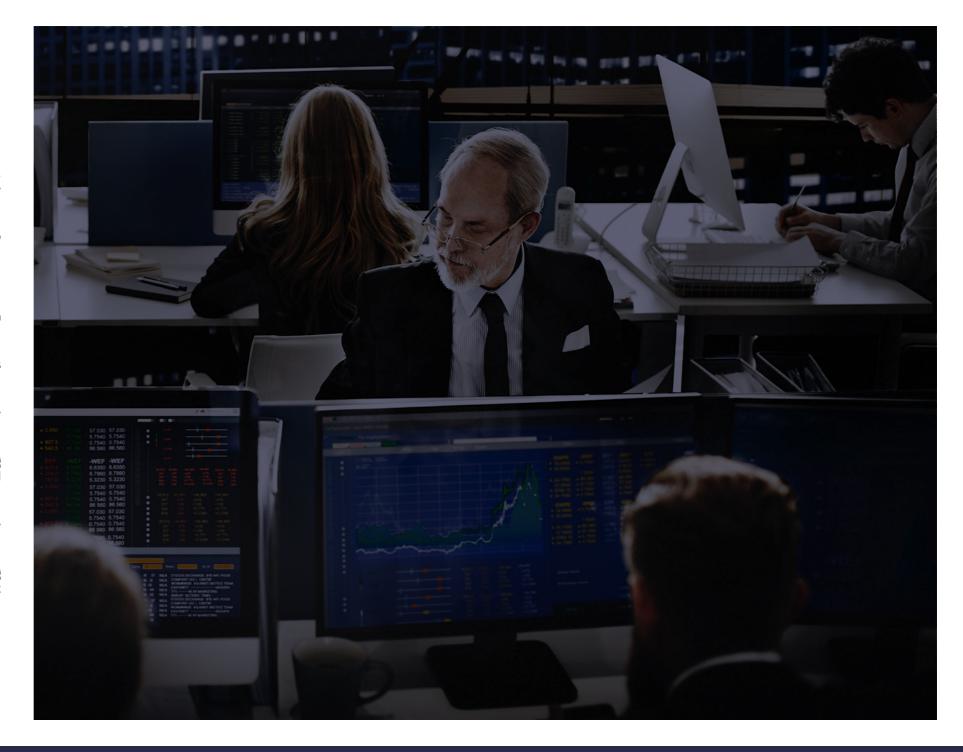# BT Trading and Command

Critical Communication

Give your operations team the critical communication tools they need. BT Command solution offers a high-capacity communications console for dispatch operations professionals.

It combines collaboration, telephony and radio communications into a single platform.

Command helps:

• Increase operations room staff effectiveness with the communication tools they need in one place.

• Visualise, prioritise, and action various types of communications through a rich, high-capacity user interface.

• Give your operators the visibility and information they need to make the best possible decision, fast.

• Your operators contact the right people immediately, improving effectiveness, resulting in better outcomes, greater efficiency and improved field force safety.

• Improve the safety of field staff by making sure they have immediate communications when they need help.

• Integrate with operational control systems to provide early warning alerts of system issues so you can preposition your resources to fix faults.
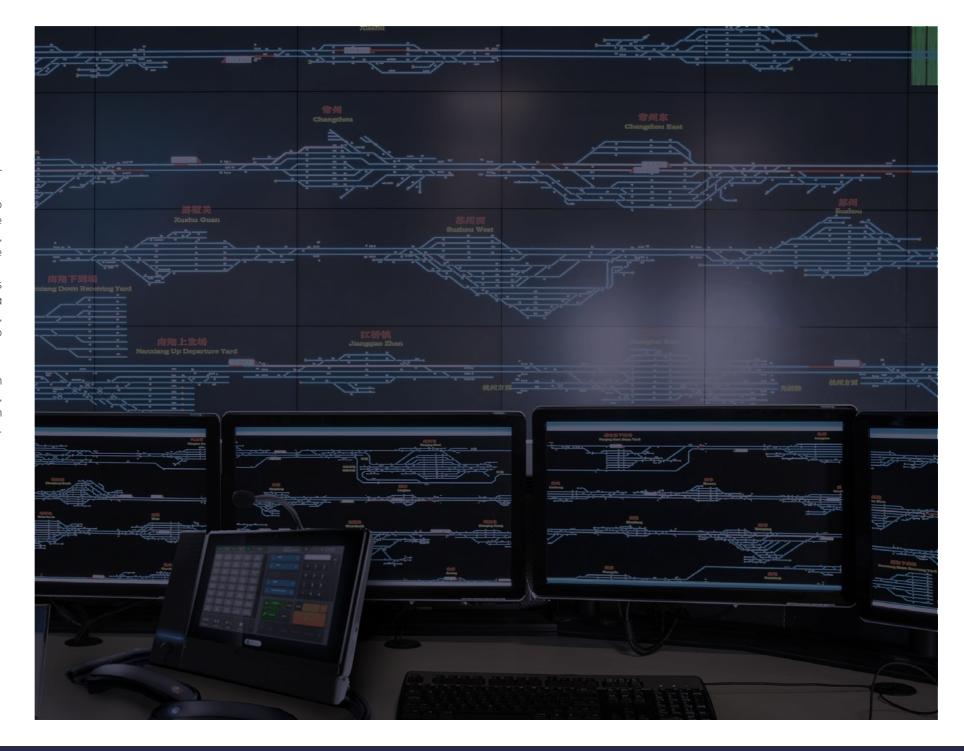
BTAS

BT Trading and Command

Trader Voice solution

Voice remains a critical element of your trade workflow, but the trader voice system is evolving.

It's likely you're using a mix of collaboration solutions, but want to offer your blended services across voice and electronic trading more effectively. At the same time, you're looking to boost your agility, cut costs, ensure data security and meet your growing compliance obligations.

Traditional technology silos may be limiting your ability to address these challenges as well as you'd like. But you can move to a unified communications solution that frees your trading teams, counterparties and clients to collaborate more effectively, while also giving you valuable client insight.

Helping you better manage and protect your business through proactive service and state-of-the-art solutions for compliance, analytics and surveillance and with full visibility of your data, you can start uncovering new or previously hidden value-adding opportunities.

BT Radianz

The Radianz Cloud is a community of thousands of brokers, institutions, exchanges and clearing and settlement houses.

Through a single, resilient and secure network connection engineered for the exacting demands of the financial markets industry, members can reliably access thousands of applications and services from more than 400 providers critical to the every-day running of the global financial sector.

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