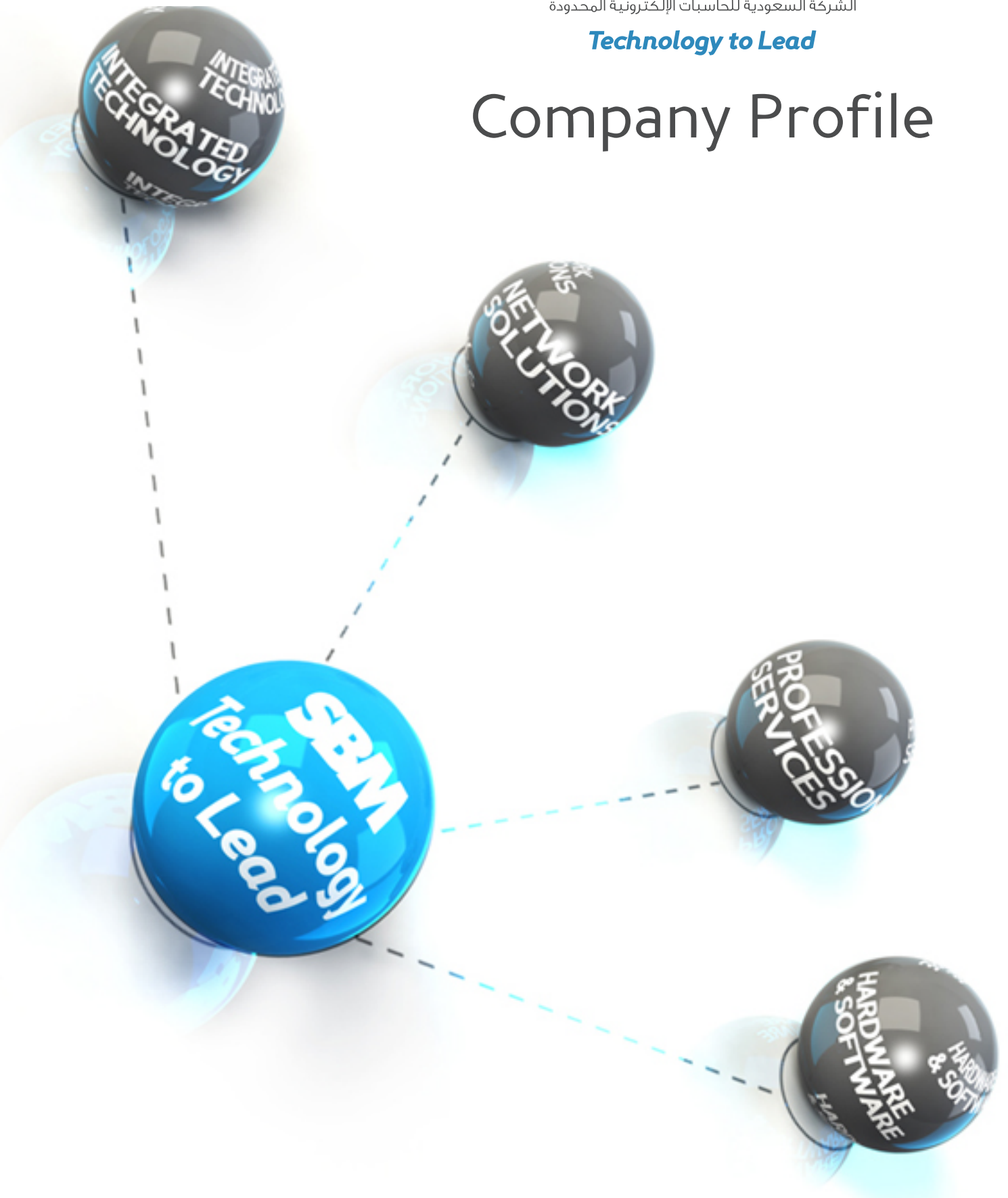




SAUDI BUSINESS MACHINES LTD.  
الشركة السعودية للحاسبات الإلكترونية المحدودة

*Technology to Lead*

# Company Profile



# Get to know **SBM**

Saudi Business Machines Ltd. (SBM) is the General Marketing and Services Representative of IBM World Trade Corporation in Saudi Arabia – the Kingdom’s leading provider of end-to-end enterprise information technology and telecommunications solutions.

IBM’s history in the Kingdom goes back to 1947, when a group of IBM specialists arrived in Dhahran to install the first information-handling system for the Arabian American Oil Company (ARAMCO). With the rapid economic development in the Kingdom, Saudi Business Machines Ltd. (SBM) was established in 1981 as the General Marketing and Services Representative (GMSR) of IBM World Trade Corporation in Saudi Arabia.

Today, SBM is the Kingdom’s leading IT company providing end-to-end enterprise Information Technology solutions across all industries. Its capability as a total solutions provider is further enhanced with its portfolio of services in networking, systems integration, consultation and implementation, business recovery and operations support.

SBM also provides tailored maintenance & support services for a vast range of IBM & non-IBM products.

SBM has a full company organization designed to make it flexible and adaptive to the changing and developing requirements of its’ customers, and has access to IBM’s worldwide practices, resources and knowledge bases to implement major ICT solutions in Saudi Arabia.

**SBM has a workforce of more than 800 employees operating throughout the Kingdom from its headquarters in Jeddah and branch offices in Riyadh, Al Khobar and Jubail.**

SBM Network division has performed large investment in engineers Skills & Technology that resulted in SBM’s major strength in the Telecommunication and Network field over the last years. SBM is ranked the #1 GOLD Partner in Saudi

SBM’s focus on quality is demonstrated by the fact that we are one of the first “**ISO90012000-Certified**” Services Organization in KSA since June 2001.



## Our Products Portfolio

SBM's full range of IBM hardware and software products include small, medium and large Servers, Storage solutions, Software Applications, Printing Solutions, Personal Computing, Point-of-Sale and Self-Service Solutions.

**SBM**

**HARDWARE  
& SOFTWARE**

### Servers

SBM provides proven IBM hardware that drives real results for any sized business. Adaptive, innovative systems are critical to the kind of flexible, open, secure computing environment that will enable customers to realize the full benefits of collaborative processing - where information, skills and resources can be shared in real-time between systems, people and processes. **IBM is the world's #1 server provider (IDC).**

IBM System z™

IBM System p™

IBM System i™

IBM eServer™ xSeries® and Blade Center®

### Storage Solutions

IBM is a market leader in the storage industry. Innovative technology, open standards, excellent performance, a broad portfolio of storage proven software, hardware and solutions offerings - all backed by IBM, with its recognized e-business on demand leadership are just a few of the reasons why customers consider IBM storage offerings. The complete IBM TotalStorage line of disk storage systems, storage area networks (SAN), tape backup solutions, network attached storage (NAS), infrastructure management and virtualization software offer the right mix of storage products, solutions, and services using new innovative technology and open standards to help improve business continuity, infrastructure simplification and information lifecycle management.

### Software

IBM is one of the world's largest software businesses and is the leading provider of middleware software.

#### Information Management Software:

Information On-Demand (IOD) is a comprehensive vision for unlocking the business value of information for competitive advantage by enabling organizations to establish and leverage trusted information to optimize business performance.

**Lotus Software:** Software for collaboration and human productivity

**Rational Software:** The software development platform for an On Demand world. Rational software's design and construction features allow customers to improve productivity in code-centric, model-driven, and rapid application development environments.

**Tivoli Software:** Intelligent management software for the On Demand world.

**Websphere Software:** Integration and application infrastructure software.

## Our Services Portfolio

SBM's services portfolio provides information systems solutions to small, medium and large customers in all business areas across a wide range of technology platforms, offering in depth knowledge and expertise in a form that best meets customers' needs.

**SBM**

**NETWORK  
SOLUTIONS**

With these capabilities, SBM Network Services develops end-to-end solutions to help customers move to an On Demand IT environment. Operational efficiency and business resiliency address these customers' needs and become entry points to On Demand Business.

### Business Service Offerings:

#### Network Solutions:

- Networking Strategy & Optimization Services
- Network Integration & Deployment Services
- Network Managed Services
- Security & Privacy
- Transmission & Optical Network solutions
- Converged Communications Services
- Video Conference, Digital Signage, & IPTV
- Mobility & Wireless Solutions

#### Infrastructure Solutions

- Data Center & Cabling Infrastructure
- Physical Security & CCTV
- Smart Building & Automation

#### Business Process Outsourcing

#### Managed Services & Strategic Outsourcing

SBM's networking and Connectivity Services assist customers in planning, designing, implementing and supporting networking solutions for multi vendor's technologies and products.

We deliver intelligent network infrastructure that allows companies —regardless of size— to manage their IT investments and support their business objectives. We deliver next generation e-business

solutions anywhere in the networking life cycle—from network consulting and integration to total network outsourcing.

Through our numerous alliances, including Cisco Systems, we are able to leverage emerging advances in optical, wireless, IP convergence, security and intelligent networking to deliver joint, best-of-breed solutions that can access key markets and technologies.

SBM Networking Services provides single accountability and real-world experience for services, while giving customers the power of buying and choice that our alliance partnerships provide.

## **SBM** PROFESSIONAL SERVICES

The Professional Services (PS) line of business within SBM, also known as Business Consulting Services (BCS), offers high-quality advisory, consultancy, and system implementation services across the complete spectrum of Information Technology activities. The integrated set of services cover:

- Systems Integration Services
- Program Management, Project Management, PMO & Independent Audit services
- e-Business Solutions (including ERP, CRM, Middleware Integration, Portals, ECM, Process Solutions, Business Intelligent, Maximo, Reliability Management Application (Meridium), SAP, Adobe, etc)
- Industry Vertical Solutions & Services (Banking, Industrial, Oil and Gas, Telco, Government, Utilities, Healthcare, Security and Small/Medium business (SMB) segments)
- Technologies: IBM, Oracle, Siebel, SAP, Meridium, etc
- Application Management Services (AMS) and Operation Management
- Consultancy and Solutions across Industry Verticals (Banking, Industrial, Oil and Gas, Telco, Government, Utilities, Healthcare, Security and SMB segments)
- Business Transformation Services and Solutions
- International & Local Education and Training services

The Professional Services portfolio is based on a wealth of experience in providing information systems solutions to customers across a wide range of technology platforms, enabling SBM to offer vast knowledge and expertise in a form that best meets their needs.

These services along with the support of industry leading business partners have enabled SBM to deliver a comprehensive integrated solution for businesses, and are individually tailored to meet specific requirements to provide value added customer service and business benefits.

The PS unit with over 400 professionals has enjoyed significant business growth by effectively responding to the needs of the marketplace and adhering to the highest quality standards including different certifications on IBM SW, Oracle, PMI, ITIL, PMOC..etc .

## **SBM** INTEGRATED TECHNOLOGY

SBM's Integrated Technology Services line of business is the premier technology integrator in the industry providing services to enable, integrate, optimize and manage 'On Demand' business infrastructures, increasing IT business value for customers. ITS's streamlined processes and simplified service offerings lend agility to delivering what customers need when they want it. These deliver:

- Business Continuity and Recovery Services
- Infrastructure and Systems Management Services
- IT Education Services
- Technical Support Services

With these capabilities and an ITS workforce of over 200 employees, SBM develops end-to-end solutions to help customers move to an On Demand IT environment.

Operational efficiency and business resiliency address these customers' needs and become entry points to On Demand business. In times of tight budgets, businesses need to increase the value of their IT investments by optimizing assets and resources, managing costs and better aligning IT investments with their objectives. Other businesses may be focused on creating a more flexible infrastructure that delivers continuous business and IT operations, adapts quickly to change and protects operations. ITS can help customers make the improvements necessary to start the On Demand journey.

For more information about how SBM can transform your business, please visit our website  
[sbm.com.sa](http://sbm.com.sa)