



Remaining at the Edge of Innovation

MVP Tech is a leading physical and cyber security systems integrator present across multiple markets in the GCC, providing turnkey solutions to regional and international industry leaders. The firm found recent success in the 2018 Corporate Excellence Awards where they were awarded the title 2018's Innovative Security Systems Solutions - the UAE. On the back of this win, we profiled the firm and spoke to Fawzia Elsaeed who revealed more about the secrets behind their success.

Since their inception in 2003, MVP Tech has aimed to revolutionise the security and IT systems integration industry by designing and deploying next generation infrastructure where security and technology converge onto single platforms. Bridging the gap between local knowledge and international service, the company has grown exponentially over the last 15 years. Going into further detail about the company, Fawzia informs us of the services MVP Tech provides and the clients that they work alongside.

"The vision of our founders was to focus, from the beginning, on growing our engineering capabilities and technical skills, developing trusted, high-level relationships with our clients, whilst building mutually-beneficial partnerships with leading global vendors. Through an unrelenting focus on delivering for the ever-changing needs of our clients, MVP Tech plays a major role in the security and IT systems integration world.

"MVP Tech engineering capabilities include all aspects of security system's design, integration, installation and maintenance along with the IT

infrastructure and Cyber security. Some of the products we offer include IP Cameras, ANPR, Video Analytics, Video Management Systems, Radars & Sonars, Perimeter Monitoring, Enterprise Access Control, CBRE's, Blast Proofing, and IT infrastructure solutions and cyber security.

"As a well-reputed global player in multiple sectors; from oil and gas to real estate, hospitality, banking, retail, military & enforcement agencies, we thrive to be the first engineering choice for clients, vendors, and employees alike.

"At MVP Tech, our mission is to remain at the edge of innovation and always deliver customised, high-quality, turnkey solutions at optimal cost. We take pride in selecting unique leading globally proven technologies, integrating best of breed products using our 'always open platform' philosophy for deployments.

"However, in today's ever-shifting security landscape, building systems around the best products is not enough to stay on top. In addition to being systems integration experts, versed in the latest global developments in product and technology, our commitment to innovation goes one step



Dubai Mall Fashion Avenue, shortlisted for " Security Retail Project of the Year 2018"- Intersec 2018

further, into product and process development. Collaborating on a strategic partner level, driven by common goals, we regularly participate in research and development projects with fellow security technology leaders. From evolving product design, to streamlining workflows, our team's collaborative ethos and dedication to knowledge sharing has helped produce a range of solutions now widely adopted by our clients and the industry."

In the early days of IP surveillance, MVP Tech were one of the first to receive Dubai Police-approval on an IP Surveillance

system when the standards were written against Analog technologies. Likewise, in 2006 the firm were also initial adopters of ANPR (Automatic Number Plate Recognition) technology in the region, now a standard by law. The firm's commitment to delivering cutting edge technology that enhances overall operational efficiency, has seen them become a trusted partner for government law enforcement agencies across the region, Fawzia further explains.

"At the same time, we have been experimenting and working with AI (Artificial Intelligence)

and Video Analytics for years, developing real-world applications of these technologies in both the private and public sectors. We were also amongst the first to deploy PSIM (Physical Security Information Management, now CSIM (Converged Security and Information Management), through our pioneering vision for all subsystems to communicate holistically in order to provide real-time actionable information in a seamless manner to the operators.

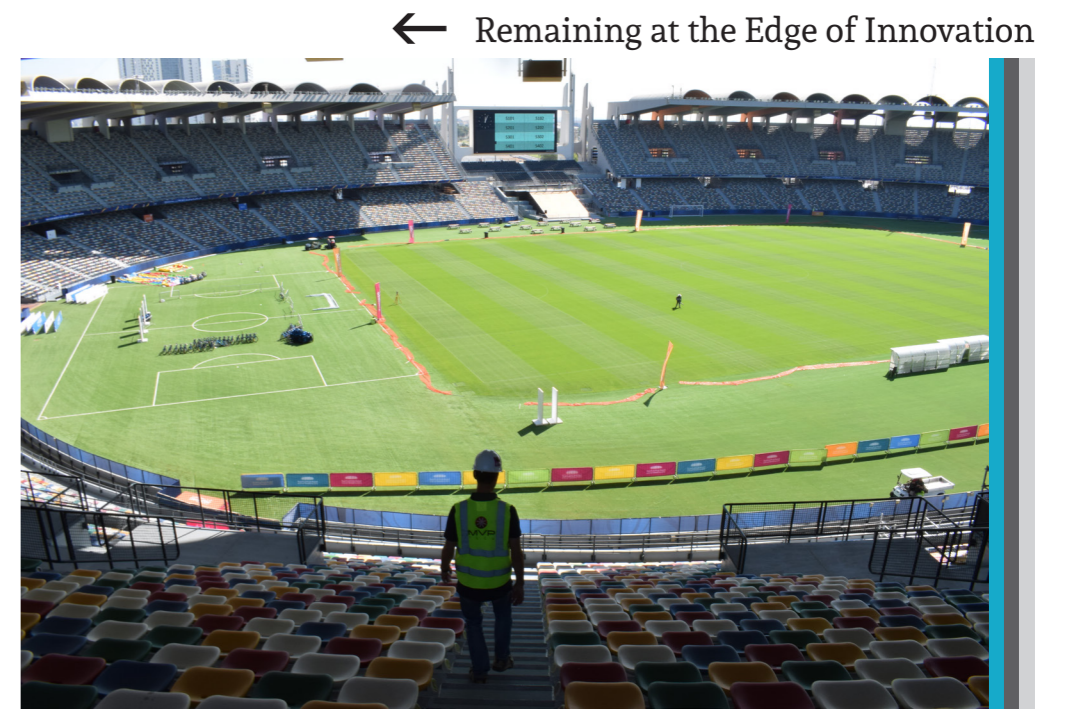
"Our team of engineers write and code rules that a system requires to run at optimum levels, ensuring the seamless transfer of data for operational efficiency, identification of trends and the prevention and elimination of threats."

When discussing the firm's approach to undertaking a new project, Fawzia walks us through the steps MVP Tech takes to ensure that their clients receive the best possible outcome.

"Here at MVP Tech, we work hard to ensure that our project management and company processes are optimised against the most stringent standard operating procedures and quality assurance. Our dedicated quality department is responsible for implementing superior management system standards for the benefit of our clients. We work only with the most reliable and recognisable industry brand names, proven time and again to perform seamlessly once deployed in the field.

"Being fully licensed to operate within the security fields in its present markets, our full spectrum of services includes:

- Design and Analysis that requires compliance and delivery of the security concept.
- Installation and Integration including resource allocation to FAT and system deployment, we can cover internally all the aspects.
- Testing and Handover is also covered by our specialised teams and quality procedures.
- Maintenance and Support where the client receives specific trainings, documentation along with the system warranty.



Sheikh Zayed Stadium, awarded as "Security Public Assembly project of the Year 2018"- Intersec 2018

- Business intelligence which successfully complete the work process and brings a complete range of analysis and reports on the installed devices, security concept and situational awareness."

It is no secret that behind every successful firm is a talented team of individuals who work tirelessly to ensure that the company achieves their overall mission. For MVP Tech, Fawzia is keen to highlight the internal culture at the company and how they each member of the dedicated team are well-equipped to providing the best service to their clients.

"Our company culture continues to be one of innovation tailored around our team. We create a dynamic environment that not only leads to higher performance and well-being, greater employee engagement and satisfaction fusion but also improve the connection between our people and the community we serve.

"Top-rated infrastructures usually find the means in our work flow and tools such as HSE equipment, specific equipment required by our line business, cell phones, tablets, laptops, high-speed network connections, specialized software for desktops are being adopted."

Bringing the interview to a close, Fawzia reflects on the current state of the industry within her region, highlighting the outside influences that are affecting it, as well as touching on the

techniques MVP Tech employs to stay ahead of emerging developments.

According to some research studies conducted, the market for physical security in the Middle East was expected to reach the \$6 billion mark in 2017. Multiple high profile events, like the EXPO 2020 are responsible in part for driving these major security investments in the United Arab Emirates. We at MVP Tech strive to continue delivering timely, well engineering solutions, keeping in mind the TCO (Total Cost of Ownership) whilst creating ROI for such systems to our clients. However no industry is immune to the global and regional economic cycles. We have had to adapt and change according to the financial constraints of downturns in some of the markets and grow when the markets bounce back. We continue with an optimistic outlook of growth for 2018 and look forward to another exciting and challenging 2019.

"To stay ahead of emerging developments, we believe the strongest tool we have is the competence of our team and their ability to adopt and deploy change-making technologies in market faster than anyone else in the region. Always questioning, never compromising, we constantly take risks for the benefit of our clients, bringing and testing new and unproven technologies in market. Where others see challenges, we see the opportunities to deliver valuable

solutions, with ease and expert precision."

Looking ahead to what the future holds, Fawzia signs off by revealing the plans that MVP Tech have in the pipeline, as well as touching on the developments that she foresees within the industry.

"The future of our company and the industry we operate within is not about hype, or buying into buzzwords, instead it's about producing real-time, actionable insight through state-of-the art solutions, expertly maintained, that positively impact on a businesses' operations and bottom line.

"As interconnectivity and exchange of information becomes more crucial, there will be a natural evolution towards automation, artificial intelligence and centralised command & control centres running unified operations, something that MVP Tech is already developing for our government, military and private sector clients.

"Lastly, our solutions are quality, customised solutions that seamlessly solve today's challenges, while intelligently anticipating tomorrow's."

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