

Meeting your communication needs locally



Corporate Profile

www.3wnetworks.com | www.3ctonline.com | www.3wtechnomatic.net | www.3wlinks.net



Contents

ntroduction	4
W Growth	6
ision, Mission & Core Values	8
luality Certificates	9
Isewedy Electric	10
W Foundation	11
Vhat 3W Does	12
urnkey Solutions	14
roducts	16
oil & Gas	18
ower Utilities	20
elecom Oprators	22
ransport	24
apabilities & Facilities	26
W Links	28
C Technologies	30
W Technomatic	32
W Telecom	34
roject Customers	36
echnology Partners	37
W Presence	38

Introduction

W Networks is world class Telecoms and Security Systems Integrator operating in the Middle East, Africa and Asia Pacific regions. The focus of 3W Networks is to provide Integrated Communication Solutions to Oil & Gas, Power Utilities, Telecom Operators, Transport and Infrastructure sectors. The company offers its clients a comprehensive range of complete turnkey and fully integrated solutions to suit any application involving Telecommunication, Radio, Voice and Data, Safety, Security and Fiber Optics.

3W Networks is in technology partnerships with a number of leading equipment manufacturers including Elsewedy Cables, Coriant, Cisco, GE Digital Energy, OTN Systems, Pelco, Enatel, Telect, Federal Signal, DNWP, Bosch, Huawei and Alcatel-Lucent to provide the 'Best Fit' solution for its customers.

The company is certified to ISO Quality standard 9001:2008, EMS 14001:2004 and OHSAS 18001:2007. The company is proud of its Human Capital consisting of a team of highly skilled and experienced professionals focused on providing cost effective and reliable solutions engineered and supported locally.

3W Networks Head Office and Engineering Centre of Excellence is located in Dubai, United Arab Emirates and operates across Middle East, Africa, and Asia Pacific regions in addition to affiliate offices in over 15 countries worldwide.

3W Networks is committed to its market and is intent on becoming the Telecommunications and Security Systems Integrator of choice for the Energy, Transport, Telecommunications, and Infrastructure sectors providing advanced affordable solutions, engineered and supported locally.









The Middle East operations was established at Jebel Ali Free Zone, Dubai, UAE,





2008

Recognized as one of the leading players in the market in Africa and Asia Pacific.



2010

Elsewedy Electric, a leading integrated cables and electrical products manufacturer in the Middle East, acquired a majority interest. Elsewedy Electric specializes in providing complete and integrated energy solutions.



2011

3W Networks establishes the automation business 3W Technomatic, in partnership with Technomatic GmbH, an experienced Automation Engineering Services company based in Germany with references in Europe. Asia and Africa.



W Networks continue to expand with the establishment of 3W Links, a business which provides secure, reliable, and scalable end-to-end IT solutions.

2000 | 2006

2008 | 2010 | 2011 | 2013

3W Networks evolved from a core team of staff based out of Melbourne, Australia. The Middle East operations was established at Jebel Ali Free Zone, Dubai, UAE,

3W Networks plans to expand its reach to various other countries in the Middle East, Africa and Asia Pacific regions, in line with its mission to provide advanced, affordable solutions that are engineered and supported locally.



2006

The company has expanded its operations to include Africa.



W Networks Head Office and State-of-the Art Engineering Centre were relocated to Dubai's premiere technology park in Dubai Silicon Oasis.



3W Networks launches its own label for Passive Optical and Copper Connectivity Products under the brand name "3C".



2013

In the same year, a new division focusing on the delivery of products and services to the Communication Service Providers (CSP) called 3W Telecom was launched.



6 3W Corporate Profile

Quality & HSE

OUR VISION

To be the world's leading provider of communication, safety and security solutions engineered and supported locally.

OUR MISSION

To be the leading systems integrator for the energy, transport and telecommunications sectors providing advanced, affordable solutions, engineered and supported locally.



CORE VALUES











TEAMWORK

HONESTY

REWARDING RELATIONSHIPS

GOOD PEOPLE | ACCOUNTABILITY

We work as one team: we know that everything we accomplish rests on the skills integrity, commitment and dedication of our employees.

We do what we say we do: everything we do reflects a commitment to the highest standards of personal and corporate ethics.

We believe in developing & nurturing long term partnerships; focus on creating values and trust by understanding the fact that relationship building is a process not an event.

Right people doing the right job; we offer rewarding employment for our employees and set high expectations for performance. We seek to create an environment where people can make a difference

Take ownership and responsibility; we understand your requirement and deliver high quality service by leveraging the resources and know-how of our business

3W Networks is at the forefront of Quality Management System, Health and Safety Management System and Environmental Management System. The company is certified to ISO 9001:2008, BS OHSAS 18001:2007 and ISO 14001:2004 by Quality Austria and IQNet Management System.

Quality Policy - 3W Networks is committed to strive for constant improvement and the achievement of World's Best Practices in all aspects of our business. Every Employee is responsible to ensure a total quality outcome for their process.

Health and Safety Policy - 3W Networks conducts its business in a manner that respects and cares for the health and safety of all who play a part in our operations or lives in the community in which we operate. We comply with the legal laws and in accordance with internationally recognized standards. Our goal is to eliminate all injuries, occupational illnesses and unsafe practices in all that we do.

Environmental Policy - 3W Networks recognises that a responsible approach to environmental issues affected by our business is essential to our people, our customers and society. We believe in a continual improvement philosophy towards enhancing our activities, to minimize pollution and waste conserve natural resources, and reduce any potentially negative environmental impacts.







Elsewedy Electric is the leading integrated cables and electrical products manufacturer in the Middle East and Africa specializing in providing complete and integrated energy solutions in sectors as diverse as: Telecom, Energy Management, Turnkey Projects, Electrical Products and Wind Energy Generation.

Through the brand COMCORE, Elsewedy Electric offers complete fiber optic cable solutions and endeavors to provide high quality integrated networking and communication products using the latest high technology methodologies to meet the various customer demands.

The Elsewedy Group operates in 7 diversified energy sectors:

- Wires & Cables
- Electrical Products
- Communication Networks
- Transformers
- Wind Energy Generation
- Energy Measurement & Management
- Engineering & Contracting

Elsewedy Electric Worldwide

Elsewedy Electric has more than 10,000 employees who are committed to excellence in serving customers' needs through 23 industrial facilities located in 12 countries around the world. The group's turnover has been rapidly rising during the past few years to reach more than USD 3 billion.

3W Foundation leads the corporate social responsibility initiatives of 3W Networks. We consider ourselves responsible corporate citizens and are committed to improving the quality of life in communities where our employees live and work. This is the underlying philosophy behind everything we do as a global organization and as individuals united by a common purpose. We see our CSR activities as long-term investments in the future well-being of our company and the society.

Our foundation strives to add value to the world we live in by offering philanthropic support for nonprofit organizations. We continue to do so through generous donations of used books and clothes, blood and monetary contributions as well as time- and talent-sharing by the 3W employees.

Winning the 2011 Dubai Chamber CSR Label is an affirmation of how dedicated 3W Foundation is to its commitment, but it is the fact that we are changing the world for the better one step at a time that is truly rewarding.

To learn more and participate in our efforts, email csr@3wnetworks.com.







Elsewedy Electric

What 3W Does

CONSULTING & TELECOM FEED



3W Networks is available to assist clients meet their emerging telecommunications systems needs from the outset. We can initially develop the system concept design in a vendor agnostic manner to allow for the most cost effective solution.

Further consultancy would be to develop the detailed Front End Engineering Design (FEED) documentation to facilitate the tendering process. Whether it's a large, complex project or a small upgrade 3W Networks delivers a multi-disciplinary approach across different market segments.

DETAILED DESIGN & ENGINEERING



Our staff are experienced in all aspects of engineering design and are capable of carrying out both front-end process design, basic engineering and detail engineering design tasks.

We have a good understanding of the process requirements and specifications used by most of the main corporations in our markets. Our engineering design team is tailored to specific project scope requirements, whether for new facilities or existing plant unit revamp.

PROJECT MANAGEMENT



Project Management involves developing 3rd parties and timelines for completion. It also with careful controls to stay on the "critical path". according to plan.

planning and support/maintenance.

SYSTEM INTEGRATION AND FAT



We specialize in bringing together components and subsystems from various manufacturers and technology disciplines to deliver an optimized, integrated and cost effective Communication, Safety & Security solutions.

All integrated systems undergo extensive testing in our System Integration Centres. This testing can be the subject of a witnessed "Factory Acceptance Test" prior to shipping and installation at the client facility.

INSTALLATION, INTEGRATED SYSTEM TESTING AND TRAINING



3W Networks is experienced with on-site installation of products for Backbone Transmission specific site safety and work permit requirements of the major corporations in our markets.

Integrated System Testing is done at the customer premises and can be subject to client or Independent Testing Authority witnessing Solutions Basics to Operation & Maintenance.

SUPPORT, OPERATION & MAINTENANCE



3W Networks Technical Assistance Centre (TAC) provides comprehensive support to its clients based on the defined Service Level Agreements via its 24/7 operational hub in the UAE and through its offices.

We offer the following services:

- Telephone Support Service
- Telephone Support & Remote Diagnosis
- Routine Remote Monitoring Service
- Site Maintenance Support
- Software Support (Bug fix)
- Software Support (Upgrade)
- Routine (Preventative) Maintenance
- Total Outsourced Maintenance
- Dedicated Spares
- Repair of Client Spares
- Calibration

12 3W Corporate Profile





End-to-End Solutions

International partnership with main equipment manufacturers, enables us to evolve and deliver best fit end to end solutions required by the industry.





Engineering Excellence

3W Networks experience as an Engineering Contractor in the fields of Communications, Safety and Security is based on providing innovative and economical solutions to clients in the sectors of Oil & Gas, Power Utilities, Telecom, Transport & Infrastructure.

As a systems integrator providing complete solutions, we offer a comprehensive range of advanced technology communication products and services to suit any application involving Telecommunication, Radio, Voice and Data, Safety, Security and Fiber Optics.

RADIO SYSTEMS

- Conventional & Trunked Radios
- Marine Radio

COMMUNICATION

BACKBONE

VSAT

UHF/VHF/TETRA

SECURITY SYSTEMS

• CCTV

• PAGA

 Page & Party Fire Alarm Detection

- Access Control
- · Fence Intrusion Detection

SAFETY SYSTEMS

DWDM/OTN

- SDH/MSPP/MSTP
- IP Transport/MPLS
- Microwave Radio
- PDH/PCM Multiplexing

VOICE & DATA SYSTEMS

- LAN/WAN
- Routers/Switches
- Analogue/Digital/IP PABX

Structured Cabling

SOLUTIONS

Complete Integrated Solutions

Turnkey Solutions

Products Products















SECURITY & SAFETY SYSTEMS

RADIO SYSTEMS

- VHF Radio/FM Marine
- MF/HF radio
- UHF Radio
- VSAT
- TETRA Radio Paging

- Next Generation SDH
- Optical Ethernet Transport

COMMUNICATION

BACKBONE

- Carrier Ethernet Transport
- DWDM
- Legacy PDH
- Point to Point (PDH & SDH)
- Local & Wide Area Network (LAN/WAN)

VOICE & DATA

SYSTEMS

- Access Routers and Switches
- VoIP PABXs

- Public Addressing & General Alarm (PAGA)
- · Electrical Substation Teleprotection Solutions
- Power Line Carrier (PLC)
- Weather Monitoring System
- Navigational Aid System
- GMDSS
- Closed Circuit Television (CCTV)
- Access Control Systems (ACS)
- Fence Intrusion Detection Systems (FIDS)
- Vehicle Tracking System (VTS)

















CONNECTIVITY SOLUTIONS

- Indoor Fiber Optic Cables
- Outdoor Duct Fiber Optic Cables
- Direct Buried Armoured Jelly filled Fiber Optic Cables
- All dielectric self supporting (ADSS) cables
- Optical Power Ground Wire (OPGW)
- Unscreened twisted pairs (UTP) data cable - category 6/7
- Fiber Optic Patch Cords
- Optical Distribution Frames (ODF)
- Patch Panels
- Rack Closures
- Sychronization Clocks
- Power Supply System
- Solar Power
- Shelters & Towers

AUTOMATION

- RTU
- SCADA
- DCS

16 3W Corporate Profile





Our staff are experienced in the design, integration and installation of a range of communication products required for the Oil & Gas industry including:

- Optical and Microwave transmission multiplexers including SDH, IP Transport, OTN, Multiservice IP/MPLS, Digital Microwave Radio.
- · Access Equipment including voice and data Interfaces.
- Voice & Data Systems including Corporate Voice Network, Corporate LAN/WAN, Video Conferencing & Wireless Technology.
- Security Solutions including CCTV, Perimeter Intrusion Detection, Access Control.
- Safety Solutions including Public Addressing/General Alarm (PA/GA), Analog/Digital Radio (UHF/VHF/Marine).
- Outdoor & Indoor Cabling including Fiber and Copper Structured Cabling.
- Site Infrastructure including Racks/Cabinets/Shelters, Solar Power Systems, Cables and Cable Management Systems.

End Users



















































Oil & Gas

Flexible Solutions

3W Networks has a substantial history in the design and implementation of communication networks

We offer products which are specifically suited for harsh environmental conditions normally

associated with this industry, whether it is a pipeline across a remote desert or an offshore platform

in the middle of the sea, we can offer clients a solution that best fits their needs.

for Oil & Gas

for the Oil & Gas industry.





Our staff are experienced in the design, integration and installation of a range of communication products required for the Power and Utilities industry including:

- Optical Transmission
- Access Multiplexers including Voice and Data interfaces
- Copper based communication such as xDSL
- · Point to Point and Point to Multipoint Wireless System
- LAN/WAN System including Voice over IP
- Electrical Substation Teleprotection
- Security Solutions and CCTV
- Public Address Systems

End Users









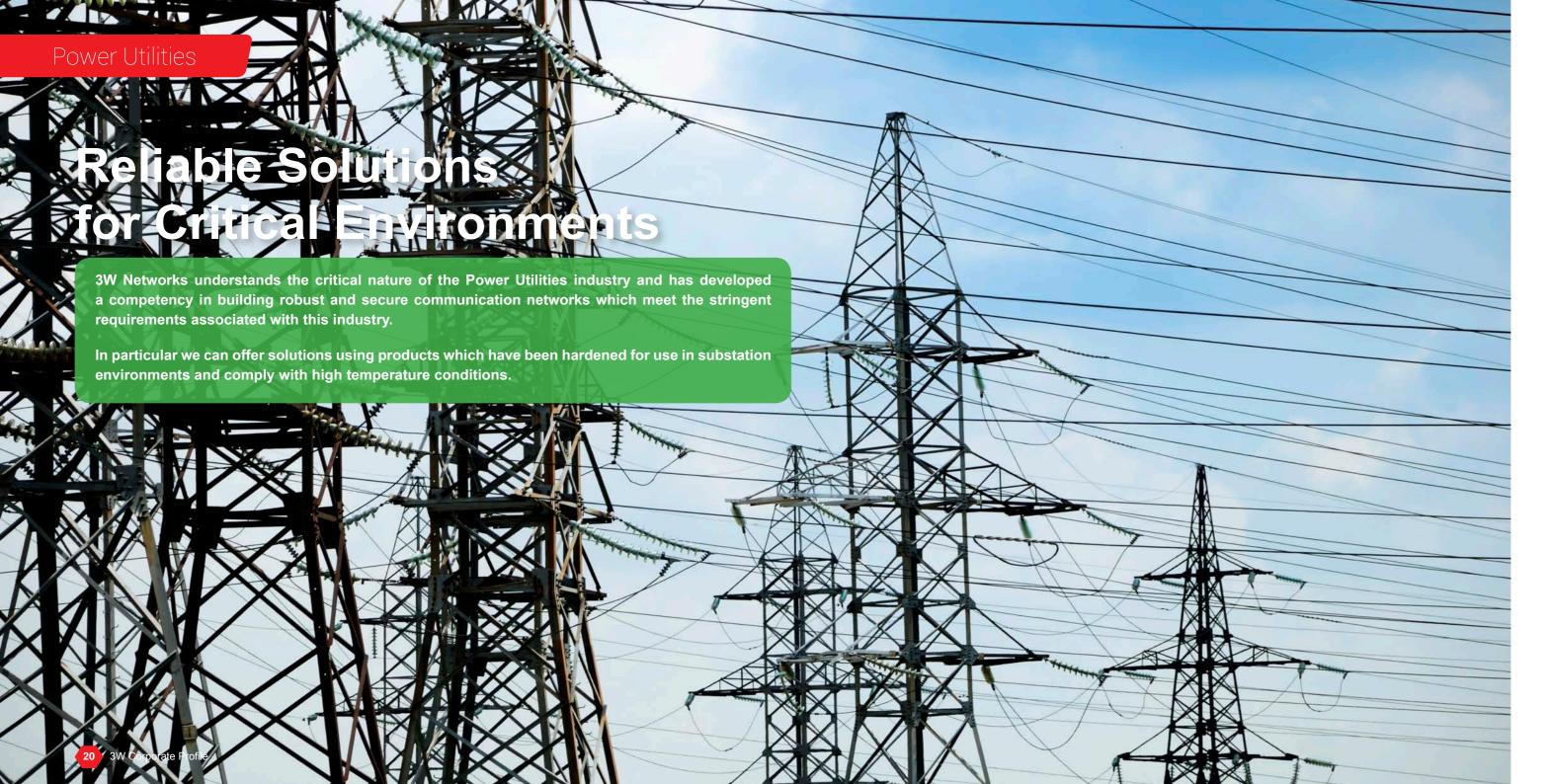
















3W Networks products offering suitable for the fixed line and wireless operators includes:

Optical Transmission Products

- DWDM/OTN (POTS)
- Next Generation SDH from STM-1 to STM-64
- Metro Ethernet MPLS Switches
- Digital Cross Connect
- Legacy PDH
- Passive Optical Networks (PON)

Microwave Transmission Products

- OFDM & WiMax
- Point to Point and Point to Multipoint
- SDH- STM1, STM4
- PDH- 2Mbps, 8 Mbps, 34 Mbps

Ethernet/ IP

- Carrier Ethernet Transport
- Metro Ethernet

Multi Service Access Delivery

- Ethernet, Video, Voice
- xDSL Technology

Customer Premises Equipment

Optical, Ethernet & Copper

3W Networks also offers a range of complimentary products such as synchronization clocks, optical management systems, telecom racks and test equipment.

End Users























The number of applications used in a metro & light rail environment is significant. These devices and applications need to communicate with their peers in remote stations, with the central control room or depot, even beyond the limits of the metro & light rail premises.

All these multiservice applications have to be transmitted via a single, reliable communication backbone. Many of these applications require a nonstop availability of the communication backbone. Rail operators need a cost effective solution, not only in terms of procurement, but also in terms of maintenance and expansions.

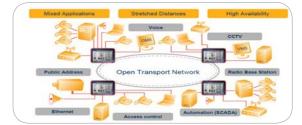
3W Networks understands the importance of reliability and resiliency required in the transport sector and our partnership with leading equipment manufacturers allows us to provide you innovative Open Transport Network solutions based on the latest Fiber optical technology.

We offer you the most reliable, open and easy-to-use systems available in the market.

3W Networks product offering suitable for the Transport sector (Metro/Rail) includes:

- Optical Transmission
- Voice over IP Solutions
- Security Solutions & CCTV
- Access Control System
- · Public Address Systems
- Passenger Information Systems

- Passenger Help Points
- Radio Communications Systems (GSM-R, Tetra)
- Car Park Management Systems
- Central Clock Systems





Cost Effective, Flexible Solutions for the Transport Sector

InterCity EXPR 35

Transport











Integration Center

State of the Art integration Facilities consisting of over 1000 sqm in Dubai with the capacity to assemble and integrate in excess of 500 their spares at site. telecom cabinets. These facilities are used to conduct Integrated Systems Tests and Factory Acceptance Tests.

Cabling Solutions

Our dedicated professionals are experienced in Fiber structured optic and cable laying supervision, cable jointing, splicing and termination. Our field capability includes the live installation of OPGW.

Tools & Test Equipment

Equipped with the latest test equipment including Optical Transmission Network Testers, Microwave Radio Spectrum Analyzers, E1 & Channel Level Voice & Data Testers, Fusion Splicers and Optical Time Domain Reflectometers.

Laboratory and Demo Equipment

The facility has various types of different manufacturers equipment which enables our engineers to simulate customer networks and troubleshoot specific field problems.

TAC Support

A Technical Assistance Center operational 24x7 for customer support in accordance with defined service level agreements.

Spares Holding

Dedicated access to a shared pool of spares is available to customers who do not wish to hold

Repair Facility

Card repairs for all manufacturers are offered via the logistics hub of the Dubai Silicon Oasis Free Zone.

Warehousing

A large capacity warehouse facility in a customs free environment with fast access to air and sea ports.

Human Capital

A pool of competent engineers and technicians are trained on different products and services offered by the company. Our Engineering staff are able to provide an advanced level of support including Network Design, Systems Integration & Testing, Field Installation & Commissioning, Project Management, Engineering, Operations & Support.

The training centre offers product specific training in a formal environment and practical hands on training using the facilities of the integration centres. On-site training is conducted by our experienced Commissioning Engineers.

Drafting and Documentation

In house capability to customize design and As Built project specific documentation using industry standard software packages.



3W Links is a provider of secure, reliable, and scalable end-to-end IT solutions that helps customers achieve competitive advantage, productivity and business growth. By partnering with Cisco, 3W Links offers unmatched breadth of technologies in a broad range of product line.network solutions include routing and switching, voice and unified communications, video and content delivery, optical and telepresence, wireless, and broadband. 3W Links also offer storage networking, security and management, application network services, and server networking and virtualization.

Apart from providing innovative solutions and products, 3W Links delivers complete service and support for efficient implementation and deployment of business-aligned IT infrastructures for small and mid-sized businesses and large-scale enterprises.



We deliver turnkey services and support, including:



Project Management Network Engineering & Design

Infrastructure Audit

Consultation











We provide secure, reliable, and scalable end-to-end IT Solutions, including

We cater to small and mid-sized businesses and large-scale vertical markets, including:

Education

Healthcare

ospitality

Oil & Gas

ernment –

etali

Finance

Utility

End Users











3C Technologies is a diversified manufacturer of high end connectivity (fiber & copper), automation and security products and solutions. We offer a complete range of end to end Fiber Optic Connectivity Solutions. Our product range coversboth Inside Plant (ISP) and Outside Plants (OSP). The 3C fibre range includes cable patch cords, pigtails (multi-mode and single mode), patch panels, wall and splice boxes (unloaded or customized), Fibre Terminal Cabinets, Optical Distribution Frames and a full range of accessories.

Systems we specialize in designing include:

- Fiber Optic Systems (Cable, connectivity, cable managements and accessories.)
- Enclosures for ISP and OSP

Our products are of the highest quality and developed by experienced industry specialists. Each product is manufactured to the highest quality standards and then tested to ensure that it exceeds the application standards such as TIA/ EIA, ISO/IEC and IEEE. Our systems are designed for robust applications and engineered to be reliable under stringent standards and specifications.

At 3C our focus is on providing innovative and integrated solutions for a variety of applications, environments and industries. Our capabilities include product design, development, enhancement and integration. At the same time we ensure fast delivery from our large stockholding in our distribution centres.

3C products are among the highest performing in the industry and truly represent the best values in the industry. We also offer training, pre and postsales support. We can help you select the right products for your physical cable plant needs.

PRODUCTS

Connectivity

- Fiber
- Copper
- Network Management System

Security

- Video Surveillance
- Public Address

Automation

- RTU / PLC
- I/O Expansion Modules
- Alarm and Control Devices
- Communication Modules
- Electronic Timer
- Power Supply System
- Software Tools

Racks and Enclosures

- Free Standing
- Wall Mount
- Accessories

Custom Built

- Shelters
- Towers and Poles
- Solar Panels











3W Technomatic is a partneship between 3W Networks, an established Telecoms and Security Systems Integrator based in the UAE, with operations in Middle East, Africa & Asia Pacific and Technomatic GmbH, an experienced Automation Engineering Services partner of Siemens, Alstom and ABB, based in Germany with references in Europe, Asia and Africa. This partnership brings together the strength and experience of the two organizations in order to deliver high end German Engineering in the Automation space through the local presence of 3W Networks in the Middle East and Africa.

3W Technomatic offers complete turnkey solutions and has the expertise, experience and resources to meet your process control and automation requirements. We offer integrated products, systems and services to keep your operations efficient, reliable and profitable.

We offer consultancy services, detailed design, high end engineering, integration, testing, commissioning and support and care for your systems.

Serving Global Leaders of Industry

3W Technomatic has provided solutions for many global companies in industries that have continuous process control needs such as Oil & Gas, Power, Water and Sewage & Petrochemicals. We understand the mission-critical nature of our customer's business and have delivered highly reliable solutions for more than 100 projects around the world, including in Libya, Nigeria, Morocco, Egypt, Iraq, UAE, Oman, India, China, Vietnam, Mali, Greece, Germany, and Turkmenistan.

Capabilities in Oil & Gas

- Gas Gathering Automation
- Well head Automation
- Compressor Station Automation
- Plant Automation
- Pipeline Automation
- Pump station Automation
- Tank Farm Automation
- Blending Plant Automation
- Terminal Automation
- Water Injection System

- Waste Treatment System
- Turbine Controls System
- ESD Systems
- Fire & Gas System
- SCADA System
- Plant Process Control System
- Gas Processing Control System
- Condition Monitoring System
- Management Information System (MIS)









Capabilities in Power

- Fuel Gas System
- Turbine Controls
- Balance of Plant Automation
- Distributed Control System (DCS)
- Management Information System (MIS)

Capabilities in Water/Sewage

- Desalination Plants Automation Control
- Pumping Stations Automation
- Distribution Network Telemetry
- Water Pipeline SCADA
- Telemetry/SCADA for Sewage Pumping Stations
- Sewage Treatment Plant Automation
- Well fi eld Automation
- Irrigation Control System



3W Telecom

3W Telecom is a business division of 3W Networks focusing on the delivery of products and services to the Communication Service Providers (CSP) including public and private sectors in the Telecom, Cable and Satellite businesses with operations in the Middle East, Africa and Asia Pacific regions.

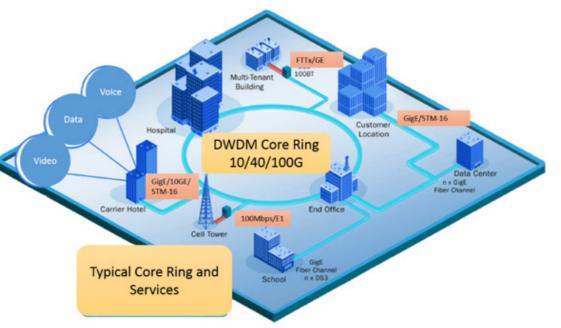
3W Telecom delivers advanced communication solutions supported by the best partner suppliers in the industry. We can design, install, and maintain communications solution to meet the customer demands with an unwavering commitment to provide immediate technical assistance support through our 24/7 operational hub in the UAE and offices in the region.

Our turnkey wired and wireless solutions and products include:

- Optical Networks Integrated Packet Optical Transport(OTN), Next Generation SDH(MSTP) from STM-1 to STM-64, Metro Ethernet MPLS Switches, DWDM, Digital Cross Connect, Legacy PDH, Passive Optical Networks (PON) and Fiber to the x(FTTx) solutions.
- Microwave Transmission OFDM & WiMax, Point to Point and Point to Multi-Point- Ethernet/IP. SDH and PDH
- Ethernet / IP Carrier Ethernet Transport, Metro Ethernet
- Multi-Service Access Delivery Ethernet, Video, Voice, xDSL
- Customer Premises Equipment Optical, Ethernet & Copper

Our technical capabilities extend to the following:

- Telecommunication Contracting and Project Management
- Network Planning and Optimisation
- Factory Acceptance Testing and Site Acceptance Testing
- Network Installation and Commissioning
- Product and Field Training
- Managed Services including spare parts management and upgrades



Technology Partners





























































































































































ENGINEERING CENTER & HEAD OFFICE



PO Box No. 341184
High Bay Building, Dubai Silicon Oasis, Dubai,
United Arab Emirates
Tel: +971 4 326 7744 Fax: +971 4 326 7755
Email: info@3wnetworks.com

www.3wnetworks.com | www.3ctonline.com www.3wtechnomatic.net | www.3wlinks.net











ENGINEERING CENTRE & HEAD OFFICE

Dubai - UAE

PO Box 341184, High Bay Building, Dubai Silicon Oasis, Dubai, United Arab Emirates Tel: +971 4 326 7744 Fax: +971 4 326 7755 Email: info@3wnetworks.com