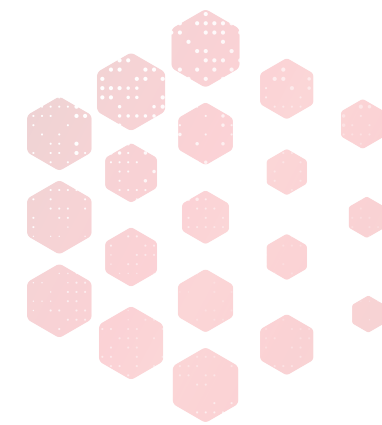


Company Profile 2026

A leading
distribution company of
power quality & ICT
Infrastructure
in MEA



DCPS
Empowering Your Business

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Company Introduction



DCPS Middle East is positioning itself as a rapidly growing company in the Information Technology (IT) and Power Quality distribution sector in the United Arab Emirates (UAE). The company emphasizes its commitment to offering top-notch products, maintaining strong partner relationships, and providing high-quality support processes.

Product Portfolio: The company boasts a portfolio of top products. This indicates a focus on offering high-quality and innovative solutions to its customers. It's essential for the company to stay updated with the latest technologies to ensure its products remain cutting-edge.

Focused Partner Engagements: DCPS Middle East emphasizes its commitment to building strong partnerships. Partner engagement is crucial in the distribution business, as collaborative relationships with manufacturers and other partners can contribute to the success of the company.

High-Quality Support Processes: The company places importance on providing excellent support processes. This commitment suggests a focus on customer satisfaction and ensuring that clients receive the necessary assistance for the products and services offered.

Competitive Advantage: The ultimate goal is to help customers gain and maintain a competitive advantage. This suggests that DCPS Middle East sees itself not just as a distributor but as a strategic partner for its clients, helping them enhance operational efficiencies and stay ahead in the competitive market.

Overall, this statement communicates a strong focus on growth, quality products, strategic partnerships, customer support, and helping clients achieve and sustain a competitive edge.

From the Desk of CEO DCPS Middle East Mr. Farooq Mohammed Ali

Values are the essence of the company's identity and summarises.

As we conclude the business year 2022-23, I would like to thank you all for believing in DCPS to help you in achieving your respective goals.. DCPS Middle East has once again marked a successful year, a testament to our collective efforts and steadfast pursuit of operational excellence.

At DCPS, our paramount goal is to deliver state-of-the-art IT and Power Quality (PQ) solutions and services that not only meet but exceed the discerning needs of our clientele. Our unwavering dedication to responsibility, cost-effectiveness, and sustainability forms the bedrock of our operations. To achieve these objectives, we strategically rely on our competitive strengths, the expertise of our highly skilled workforce, the sophistication of our well-developed business systems, and the strength of our relationships with valued customers and other key stakeholders.

We understand the importance of providing state-of-the-art solutions that not only address current requirements but also anticipate and adapt to the evolving landscape of technology and power management.

I take great pride in my role as a member of DCPS Middle East and am honored to lead the company into the next phase of its journey. Together with my dedicated colleagues across all levels of the organization, we are steadfastly committed to driving profits through principled practices.

Thank you for being part of this journey with DCPS Middle East. Together, we are not just providing solutions but shaping a future of positive influence.

CEO, DCPS Middle East

What We Do!

Our mission is to offer a robust technology-powered platform to enable a seamless flow of products and services.

In straightforward terms, DCPS Middle East offers complete power quality and IT infrastructures, aiming to provide customers with an unmatched blend of technology, processes, and personnel to deliver services that align with all their IT objectives.



Optimization

Optimize & Improve
Operate & Manage



Distribution

Networking & Collaboration



Infrastructure

Plan & Design
Operations Support



Creating Values.



DCPS Middle East significantly enhances our clients' success through the delivery of end-to-end innovative Power Quality (PQ) and IT solutions. Our services not only boost agility but also empower clients to outperform in the competitive global landscape by strategically implementing best practices, effectively addressing and overcoming business challenges.

We prioritize and uphold a set of core values that include customer engagement, collaboration, shared governance, innovation, teamwork, accountability, diversity, inclusivity, accessibility, and integrity, underscoring our unwavering commitment to professionalism and excellence.

We highly esteem the individuals at DCPS who demonstrate initiative, foster interpersonal relationships, pursue excellence, and consistently deliver in the domains of IT infrastructure, services, and solutions, reflecting our commitment to professionalism and exceptional standards.

We value our relationships with our partners, and colleagues - and thus honor a service culture above all else.

We highly prioritize the security of the technology resources and entrusted information under our care, and are committed to maintaining vigilant measures to ensure the integrity of these critical assets.



» *Quality*

» *Integrity*

» *Teamwork*

» *Respect for People*

» *Good Citizenship*

» *Responsibility*

» *Accountability*



Our Vision

At DCPS, we envision a future where our organization stands as a beacon of innovation and excellence in IT & PQ industry. Our vision is to be globally recognized as a leader, setting new standards through unwavering commitment to quality, creativity, and customer satisfaction.

In this vision, we see ourselves at the forefront of IT & PQ industry advancements, pioneering cutting-edge technologies and solutions that redefine possibilities. We strive to be the preferred choice for our customers, offering unparalleled value and consistently exceeding their expectations.



Our Mission

At DCPS, we are driven by a singular mission: to transform the seemingly impossible into a virtual realm of possibilities for our customers. We are committed to dismantling the barriers that hinder businesses from achieving greater outcomes with the same inputs. Our dedication lies in streamlining your operations, minimizing hassles, and propelling you towards success with cost-efficient and innovative technology solutions tailored to seamlessly integrate into your operations.

DCPS Middle East At a Glance

01

Experience

Experienced & certified staff in the field of power quality and IT infrastructure.

03

Partnership

Top Tier partners with INVT, SAITE, LONGI, DFUN and AEC.

05

Clientele

Leading big numbers in the industry including; healthcare, transportation, banking, aviation, hospitality and commercials.

02

Credibility

Best selected co-partner by governing authorities for high priority projections.

04

Service

Priority service partner with top leading product principles as Tier I

We Believe That...

Technology enables us to work every minute of every day from any place on the planet

Technology should make life easier. It should solve problems and eliminate inefficiencies. It should work for you and help you focus on the things that matter most. Technology shouldn't control you or dictate how you work.

with the functionality you need to meet your business objectives. This is where DCPS Middle East can help.

The right technology solution should help you scale. The challenge is bringing all of your requirements together into one cohesive solution that provides you

"Every day, our focus is on constructing success. Join us and become an integral part of our journey. Stand resilient in your markets, redefine the rules of your games, and carve out your path to success."

Solutions we offer



Power Quality

"We are driven by a profound commitment to deliver essential power solutions, safeguarding the most critical applications across the globe."



ICT Infrastructure

"Our commitment is centered on providing cutting-edge data center solutions and designs that adhere to the recognized standards within the ICT industry."



Renewable Energy

"We extend a diverse range of PV solar and inverters as integral components of our renewable energy solutions portfolio, leveraging a network of reliable technology partners."

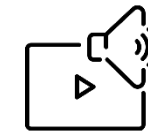


Internet of Things (IoT)

"Tackle operational challenges head-on and expedite business outcomes by embracing our intelligent IoT solutions."

Solutions we offer

Solutions that fuels transformation



Audio Video Solutions

"We have cultivated strategic partnerships with renowned technology leaders, facilitating our clients to deploy a spectrum of solutions, both conventional and innovative, through the implementation of our proprietary habitat technology ecosystems."



Infrastructure & Surveillance

"DCPS offers comprehensive support ensuring optimal network uptime for seamless business operations. Our fully-equipped surveillance network is essential for safeguarding valuable assets, providing a robust security infrastructure."



Network Infrastructure

"We provide tailored Wi-Fi and networking solutions specifically designed for computer rooms and data centers, ensuring optimal connectivity and performance within these critical environments."



Industrial Automation

"We specialize in comprehensive solutions, offering expert services in the design and supply of control panel boards and switchgears. Our proficiency extends to precise PLC programming and the development of SCADA systems to meet the specific needs of our clients."

Our Services

"Ensuring quality stands as a cornerstone in our commitment to excellence."

"DCPS comprehensively understands the requisites for delivering business value through IT. Our end-to-end solutions encompass consulting, hardware procurement, licensed software acquisition, application development, system management, IT optimization, security protocols, maintenance services, help desk support, and networking solutions, among other integral components."

Specialized in Design and Professional Services

"DCPS leverages extensive expertise to provide a comprehensive array of end-to-end professional services across various technologies in the region, catering to the diverse needs of customers in the ICT industry. Our wealth of knowledge and unwavering commitment positions DCPS as the preferred partner for embarking on a digital transformation journey. Continuously strategizing to elevate our professional services, DCPS maintains a steadfast commitment to delivering services of the utmost quality, consistently meeting the highest benchmarks for customer satisfaction."

Comprehensive Consultancy Services

"Engaging a professional IT consultancy empowers you to redirect your focus towards revenue-generating opportunities for your business, as DCPS adeptly manages every aspect of your projects. With a proven track record in delivering consultancy, IT solutions, and services, we have assembled a team of skilled and competent professionals. This team is dedicated to providing comprehensive solutions and services across all facets of the IT landscape, ensuring the success of your endeavors."

Efficient Infrastructure Operations

"We specialize in guiding you through the deployment of critical operational elements and configuring the administration and management tools for your entire environment. Whether building from the ground up or enhancing your existing data center, our expertise extends to planning, designing, and implementing Infrastructure Operations. This allows you to focus your IT strategy on supporting your business outcomes with confidence."

Tailored Education and Training Services

"Our Education and Training services empower your administrators and managers with a comprehensive understanding of your product investments, both tactically and operationally. As an Authorized Training Partner, we offer official vendor product administration trainings. Additionally, as a best practice, we integrate Knowledge Transfer Sessions into our professional services, ensuring a seamless transition to smooth operations post project completion."

Our Focused Industry

Building the future with tech.



Residential & Commercial Buildings

- ❖ Power Solutions
- ❖ Smart PV Solutions
- ❖ Security & CCTV Solutions
- ❖ Structured Cabling Solutions



Airport Infrastructure

- ❖ Data Center Infrastructure Solutions
- ❖ Power Solutions
- ❖ Power On Ethernet (POE) Solutions
- ❖ DCIM Monitoring



Hotel & Leisure

- ❖ Guest Room Management System (GRMS)
- ❖ Power Solutions
- ❖ Smart PV
- ❖ Security & Access Control
- ❖ Structured Cabling



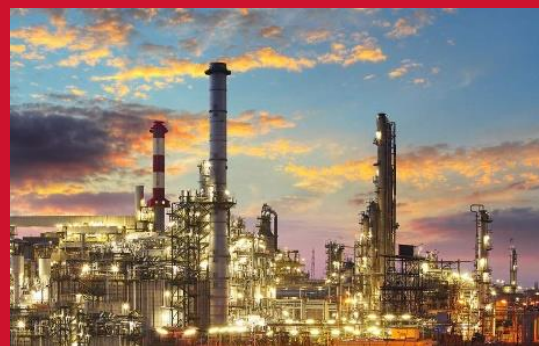
Health Care

- ❖ Critical Power Solutions
- ❖ Isolated Power Supplies
- ❖ Nurse Calling System
- ❖ Access Control & CCTV
- ❖ HVAC Solution
- ❖ Lighting Control Systems



Educational Institute

- ❖ Data Center & IT Infrastructure Solution
- ❖ Audio Video Solutions
- ❖ ICT Solutions
- ❖ Structured Cabling



Oil and Gas

- ❖ Power Solutions
- ❖ Voltage Frequency Drives
- ❖ Soft Starters
- ❖ Smart PV Solutions
- ❖ Industrial DC Chargers



Retail / Hypermarkets

- ❖ Audio Video Solutions
- ❖ Lighting Control
- ❖ Power Solutions
- ❖ CCTV Monitoring
- ❖ EV Chargers



Banking & Finance

- ❖ Data Center & ICT Infrastructure
- ❖ DCIM Monitoring
- ❖ Power Solutions
- ❖ Access Control & CCTV
- ❖ Structured Cabling



Telecom & Networking

- ❖ AC Rectifiers
- ❖ DC Chargers
- ❖ Power Solutions
- ❖ POE Solutions
- ❖ Power Generation
- ❖ Energy Storage Systems



Manufacturing

- ❖ Power Solutions & Generation
- ❖ Energy Audits
- ❖ Energy Management

Strategic Alliances



Data Center and Networking

Elevate your career with our comprehensive training programs designed to equip you with the skills and knowledge needed to excel in the ever-evolving world of technology. We understand the vital role that Data Centers and Networking play in today's interconnected business landscape. That's why we offer a range of meticulously crafted courses that cater to beginners and experts alike. Delve into the intricacies of networking architecture, security protocols, and data management, and gain a competitive edge in the industry.

Cyber and Information Security

Our courses cover a wide range of topics, including network security, web security, ethical hacking, and more. Our team of experienced instructors will guide you through the material and provide hands-on experience to help you master the concepts. Our courses are available in major cities across the UAE, including Dubai, Abu Dhabi, and Sharjah. Whether you are a beginner or an experienced professional, we have a course that is tailored to your needs. Our flexible schedule and online learning options make it easy for you to learn at your own pace and on your own schedule.

Industrial Automation

Our industrial automation courses are designed to provide comprehensive training on the latest technologies and best practices in industrial automation. Our courses cover topics such as programmable logic controllers (PLCs), supervisory control and data acquisition (SCADA) systems, and other industrial automation tools and techniques. Our instructors are experienced professionals with a wealth of knowledge in the field. The courses are suitable for professionals working in the manufacturing, oil and gas, petrochemical, and other industrial sectors, as well as for those who are interested in pursuing a career in industrial automation.

BMS and MEP

We are the leading provider of building management system training in the UAE, offering the Johnson Controls course to professionals across the country. Our course covers the latest techniques and technologies in building management, including energy management, HVAC controls, and security systems.

Strategic Alliances for Training and Education



Artificial Intelligence & IoT

Our courses cover a wide range of topics, including machine learning, natural language processing, computer vision, and IoT technologies. You'll learn how to build and deploy AI models, as well as how to work with IoT devices and platforms.

You'll also gain hands-on experience through projects and real-world case studies, giving you the practical skills you need to apply what you've learned in the workplace. Our instructors are industry experts with years of experience, so you can be sure that you're learning from the best.

Digital Marketing

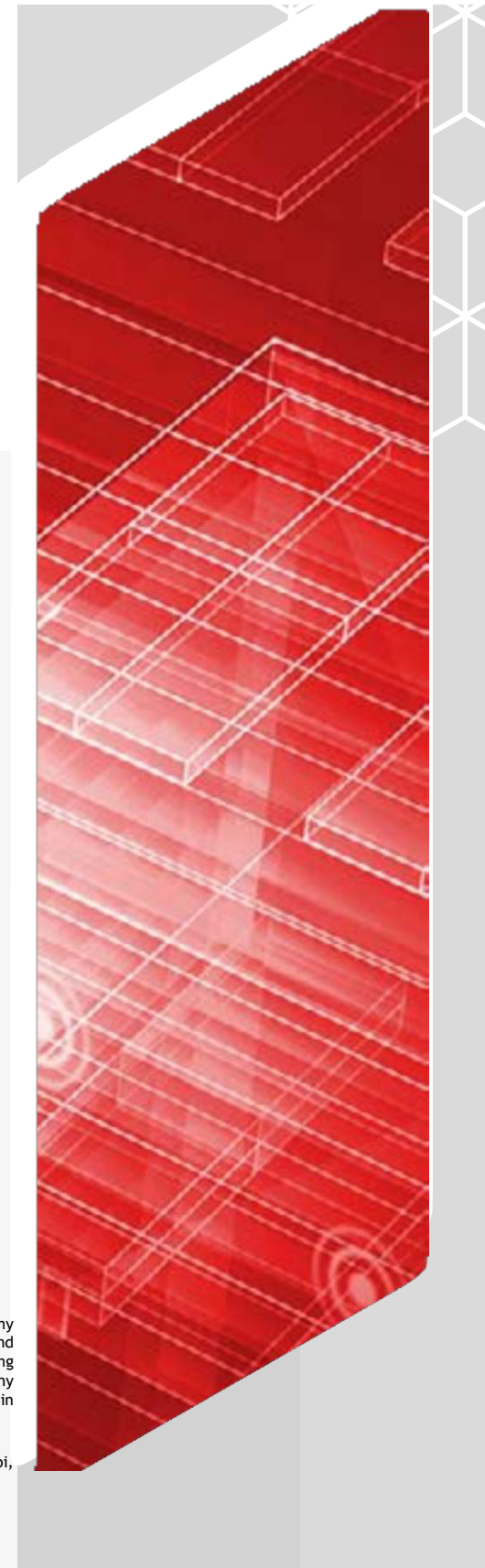
Digital marketing is essential for businesses looking to reach and engage with customers in the digital world. With the rise of technology and the internet, the way businesses market themselves has changed dramatically. To stay competitive, professionals need to stay up to date with the latest strategies and techniques in digital marketing.

Our digital marketing courses in UAE are designed to provide you with the knowledge and skills you need to excel in the digital world. Our expert instructors have years of experience in the field and will provide you with hands-on training and practical knowledge that you can apply immediately on the job.

Maintenance & Reliability

Maintenance and reliability are critical factors in the success of any industrial operation. Keeping equipment and systems running smoothly and efficiently is essential for achieving optimal performance, reducing downtime and costs, and ensuring the safety of employees. That's why investing in maintenance and reliability training is vital for professionals in the industry.

We Provide hands on training in all major cities, like dubai, abu dhabi, sharjah and all over the UAE, if needs customized training.



Our Clientele

Rose Rayhaan by Rotana

Majid Al Futtaim

Fujairah University

Avani Hotel

Aster Hospital

Crown Plaza Hotel

City Walk Dubai

Sharjah Police General HQ

Fairmont Hotel

Saudi German Hospital

Port of Fujairah

Miza Innovation Hub Abu Dhabi

Oud Al Touba Al Ain

Marriott Hotel and Residences

RAK Bank

DIFC

Al Ahli Bank

Vox Cinemas

Iranian Hospital

Nakheel

Union Coop

Lullu Group

Dubai Municipality

Habib Bank Ltd.

Fujairah Mall

Yas Mall Abu Dhabi

Ajman Properties Corporation

Hariott Watt University

IHG Clinics



Company Profile 2026

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DCPS Middle East

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