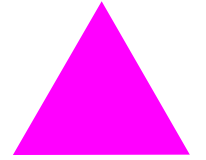




Your trusted partner to connect with the future



COMPANY PROFILE

2023



Word From the **Chairman**



At UNIVERSE

our best feature is our regional team of highly professional and knowledgeable individuals, who, through their hard work, passion, dedication and perceptiveness, continuously drive our company forward. Since its inception in year 2000, UNIVERSE has been providing its customers with diversified and state-of-the-art networking infrastructure products and services that fully empowered their projects. We are proud of our customers' trust in our capabilities and commitment.

Our culture is rooted to our strong believes in exercising commitment, integrity, loyalty and dedication towards offering best blend of in-depth expertise and solutions-fitting products and services to our customers. With our Head Quarter in Egypt, we have our branches in Qatar and UAE; This spread geographical coverage has been only possible due to our relentless commitment to work closely with our customers ensuring full empowerment and reliability.

On behalf of the Executive Board of UNIVERSE and our staff around the region, we look forward to serving you and your company's needs.

Hesham Abdel-Mo'amen
Chairman and CEO



● Data communication is a core component and the foundation for Digital Transformation; at UNIVERSE, we provide diversified networking infrastructure and power solutions to empower digital transformation projects and initiatives

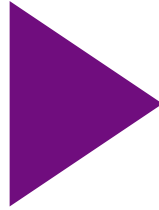


Our deep and profound understanding of the diversified networking technologies and infrastructure components makes us the choice for various customers from diversified market industries.



WE ARE UNIVERSE

With over 22 years of market and technology experience; We provide state-of-the-art network infrastructure solutions leveraging sound technology providers names and empowered by innovations.



WE ARE



CUSTOMER CENTRIC

In UNIVERSE™ we offers our clients with an end-to-end Network Infrastructure solutions with a wide range of products that ensure highest network highest availability and uptime.

With so many years in building solid partnership relations with the market leaders in such technologies, we have grown our capabilities to respond to our customers' needs and rapidly adopt new technologies

Substantial Experience

22 YEARS

UNIVERSE has built an extensive and accumulated experience in the market of Data Communication Infrastructure Elements Distribution.

We have been trusted by various government entities , large enterprises and system integrators to avail all networking components with best quality and highest ROI.



1700+

Diversified and multi-industry Customers



20+ Vendors

Various technology providers and vendors





OUR **VISION**

UNIVERSE envisions empowering governments, large enterprises and various industries in their digital transformation journey.

We aim to achieve this by delivering regional top-tier networking infrastructure products and services that offer the highest return on investment (ROI) and exceptional quality to our clients.

OUR MISSION

Our mission is centralized around four major elements ;
(Customers, Products, Vendors and Staff)

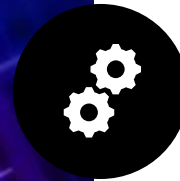
We aim to fulfil our vision and translate it to the market ensuring we provide our clients with the highest ROI over their data and power infrastructure.

We have gained our customers' trust due to our relentless efforts to ensure providing best fitting data infrastructure solutions for a reasonable price



OUR CUSTOMERS

Our customers' overall experience from consulting for best solutions to presales and ending with delivery and implementation is our top priority.



PRODUCTS AND SERVICES

Expand and diversify our products' portfolio of network infrastructure solutions and services.



OUR VENDORS & SUPPLIERS

Strengthen our relations with vendors and technology providers and become their elite and the distributor of choice regionally through a trustable and profound partnership relations.



OUR VALUED STAFF

Our staff is our biggest asset and our first success partner, we hire the best and provide a one of the best working environment to our employees



UNIVERSE

**MARKET
EDGE**

OUR MARKET EDGE

PRODUCTS 

WIDE RANGE OF DIVERSIFIED PRODUCTS

Our strong and profound relations with largest VENDORS and TECHNOLOGY PROVIDERS enables us to always provide best products solution to our clients that fits their needs and budget as well

 SKILLS/ OPERATION

SKILLED STAFF AND OPERATIONS

Our resources and our operation provide the right foundation that empowers UNIVERSE to serve its customer in best way

COVERAGE 

GEOGRAPHICAL COVERAGE & EXISTENCE

With our Head Quarter based in Egypt, we have our offices and operation in the GULF states like UAE, & QATAR. This expanded our services to our regional clients

 STRENGTH

FINANCIAL AND TECHNICAL STRENGTH

Our financial capabilities enables us to cater for mega scale projects with large supply of cabling solutions. This makes UNIVERSE the choice when projects mandates reliability and sustainability



OUR PRODUCTS DIVERSIFICATION

UNIVERSE's success in partnering with elite vendors who offer state-of-the-art network infrastructure products can be attributed to several key elements.

UNIVERSE's aggressive approach in gaining market share has positioned the company as an attractive partner for vendors. By actively pursuing new clients and expanding their customer base, UNIVERSE demonstrates a strong market presence and the potential to drive significant sales volumes for their partners.

In line with its commitment to meeting clients' evolving needs, UNIVERSE continually strives to diversify its product portfolio and adopt new technologies and vendors. By staying at the forefront of industry advancements, they ensure they are well-prepared to respond to the ever-changing requirements of their clients. This proactive approach enables UNIVERSE to offer a comprehensive range of cutting-edge solutions and maintain a competitive edge in the market.

2018

GEWISS

We have exclusively contracted with Fluke Networks



2017



2008

2010



2015

PANDUIT

2000

10

OUR SKILLS & OPERATION

VENDORS RELATIONS & ECHO SYSTEM TEAM

Our vendor relationship management has been one of our success factor, ensuring win-win relation and focusing on managing high diversification and availability of our products and ensures fast delivery

SALES / ACCOUNT MANAGEMENT TEAM

Our Sales teams and management are focused on achieving both horizontal growth gaining bigger market share, and provide the right positioning of our diversified products to our clients.

UNIVERSE STAFF

Our staff are key element in our success that we are continuously developing to ensure highest service level to our customers

LOGISTICS TEAM

Our logistics and customs clearance team works day and night to facilitate our imported material and ensures availability

ORDERS MANAGEMENT TEAM

Our warehouses and Procurements Management teams work hand in hand to ensure prompt materials delivery to our clients

PROJECTS DELIVERY TEAM

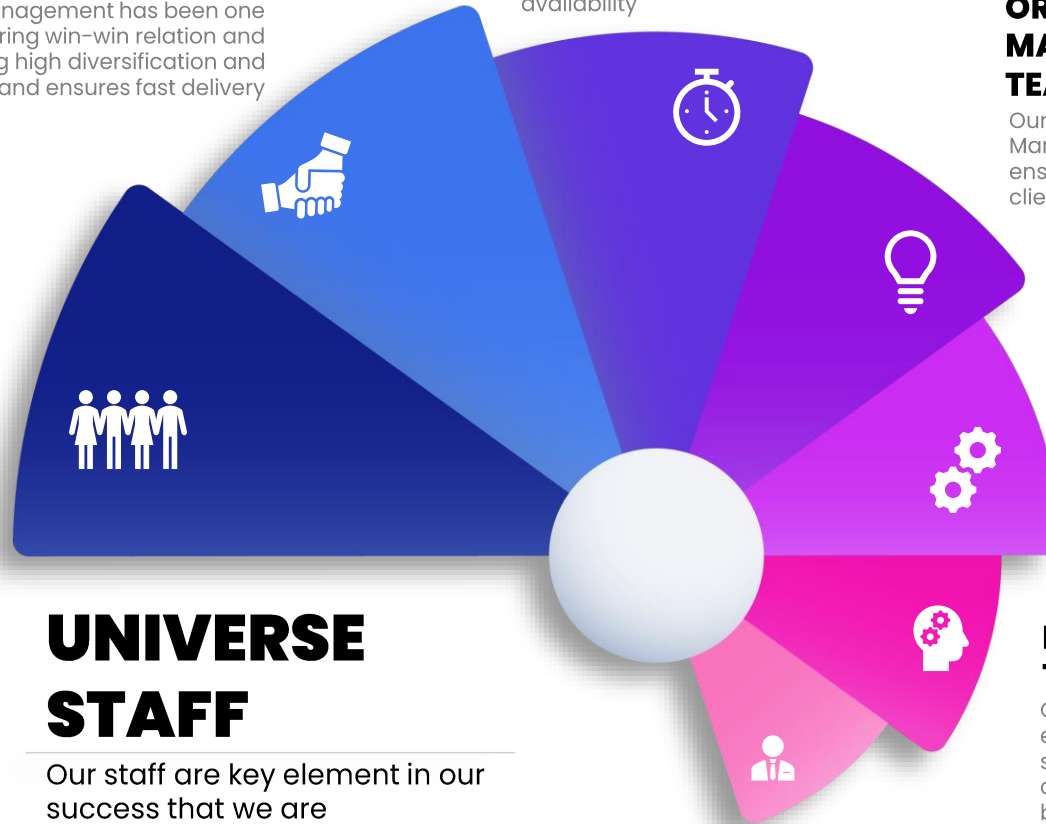
UNIVERSE has a very qualified engineers and technician to implement mega scale infrastructure project.

PRESALES TEAM

Our presales teams have an extensive expertise with a wide range of products and services, they understand and analyze customers' requirements and recommend best fitting products

EXECUTIVE MANAGEMENT

Our executive management are business veteran who has been focused on growth and clients satisfaction. They come loaded with experience and are considered the leaders in the business of network infrastructure in the region





Our business operations are seamlessly supported by SAP ERP, a robust enterprise resource planning system. The implementation of SAP ERP has streamlined our activities across various departments, allowing us to provide exceptional services and timely responses to our clients' needs. By integrating and automating our key operational processes, SAP ERP has eliminated redundancies, improved efficiency, and enhanced overall productivity.

With SAP ERP, we have gained a centralized platform that provides real-time visibility into our operations. This enables us to make informed decisions, track critical metrics, and monitor performance indicators. The system's comprehensive reporting and analytics capabilities offer valuable insights, empowering us to optimize our services and deliver the highest level of customer satisfaction.

SAP ERP has transformed our supply chain management, enabling us to efficiently manage procurement, inventory, and logistics. The system provides accurate and up-to-date information, facilitating better planning and resource allocation. By having a holistic view of our supply chain, we can minimize lead times, reduce stockouts, and ensure timely delivery to our clients.

Furthermore, SAP ERP has enhanced our customer relationship management (CRM) capabilities. With a centralized database, we have a 360-degree view of our clients, enabling us to track interactions, manage sales processes, and provide personalized services. This allows us to proactively address customer needs, improve communication, and foster long-term relationships.

OUR
**GEOGRAPHICAL
COVERAGE**

UNIVERSE, expanded its geographical coverage from Egypt to include the United Arab Emirates (UAE) and Qatar. This strategic move has had a significant impact on the company's customer base and has extended its services regionally. By venturing into these new markets, UNIVERSE has gained access to a larger pool of potential clients, including government entities, enterprises, and organizations seeking advanced technological solutions.

The expanded presence in the UAE and Qatar has allowed UNIVERSE to forge new partnerships and establish strong relationships with local businesses and institutions. This, in turn, has enabled the company to better understand the unique needs and preferences of customers in these regions, leading to the development and delivery of tailored solutions that meet their specific requirements. With an extended geographical coverage, UNIVERSE is well-positioned to offer its cutting-edge products and services to a wider audience, contributing to the digital transformation efforts in the region and solidifying its position as a key player in the technology sector.



OUR FINANCIAL CAPABILITIES

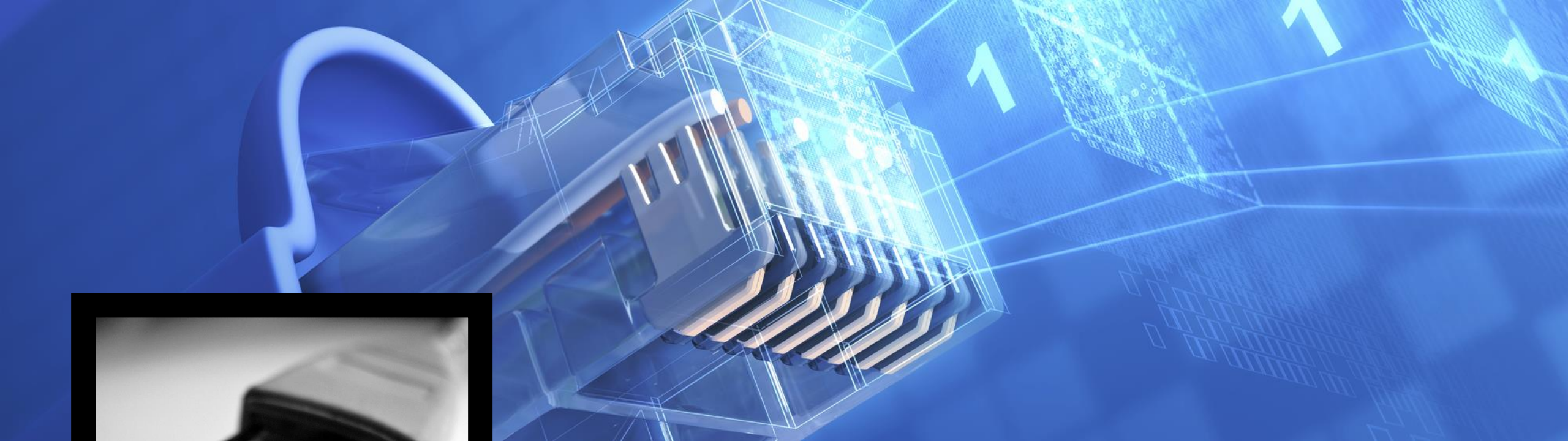
Our strong financial capabilities and consistent financial growth have played a pivotal role in empowering our position in the market. These factors have provided us with the resources and stability necessary to meet the evolving needs of our clients and seize new opportunities. The ability to stock a wide range of items has significantly enhanced our responsiveness to client demands, enabling us to swiftly fulfill their requirements.

With a strong financial foundation, an extensive inventory, and the trust we have earned from our clients, we are well-positioned to serve as a reliable partner and fulfill their diverse needs effectively. We remain dedicated to upholding our reputation for excellence, nurturing long-term relationships, and driving further growth and success for both our clients and our organization.



A server room with glowing blue and purple lights and data cables. The scene is filled with server racks and a complex network of cables, creating a futuristic and high-tech atmosphere.

UNIVERSE
**TECHNOLOGY
PROVIDERS AND
VENDORS**



PANDUIT[®]

Panduit understands that everyone's challenges are unique, which is why we offer an extensive product portfolio to help its customers achieve and exceed their operational and financial goals. From data centers and office facilities to plant floors and processing lines, Panduit design, build, install, and service innovative solutions that turn connectivity into a competitive advantage.



Estap A.Ş. has been a key player in the Turkish electronics enclosures industry since its establishment in 1989. With a specialization in enclosures for data communication equipment, Estap offers a wide range of solutions for networking, servers, data centers, outdoor applications, industrial usage, and telecommunication.

With advanced and flexible machinery, Estap ensures a high manufacturing capacity while maintaining the highest standards of quality. The company employs an ERP/MRP system along with statistical control processes to manage and monitor quality throughout the production process, meeting the demands of high-volume production.



Operating worldwide, Legrand improving lives working to enhance electrical and digital building infrastructures, embracing the shift to digital technologies while contributing to reduced carbon footprints. Legrand solutions are used in residential and non-residential buildings, as well as in datacenters, industrial spaces and infrastructure.

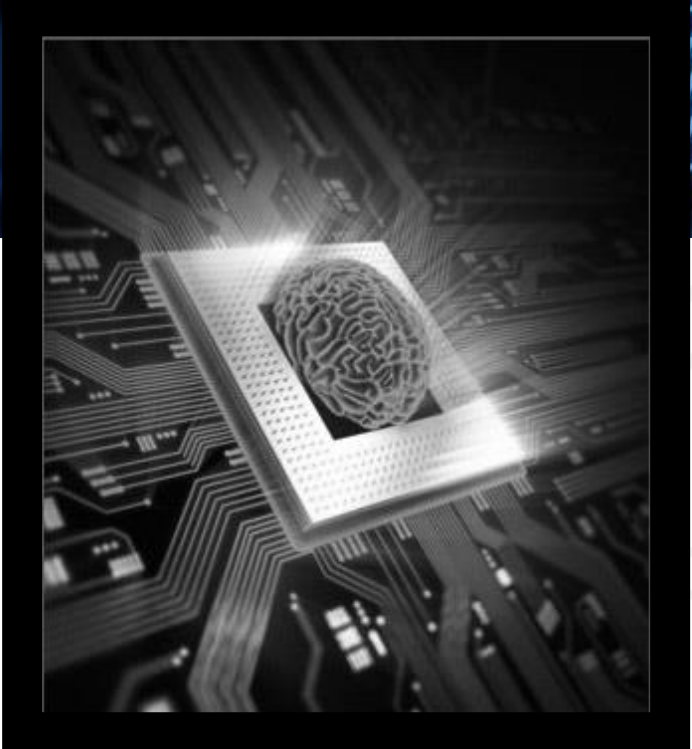
leader in communication networks for data transmission
From control and connection interfaces to cable management, energy distribution and data distribution systems, Legrand provides a host of solutions designed to manage lighting, energy, networks and building access. The Legrand Group is a world leader in communication networks for data transmission.



GEWISS

Founded in 1970 on the revolutionary innovation of using technopolymer in electrical engineering, today GEWISS is the most important company in the electrotechnical sector with Italian capital.

GEWISS in the world, numbers speak for themselves with 1,700 employees, 19 worldwide locations, +400 Million sales transactions through 100+ countries. GEWISS products and solutions portfolio is rich with both networking infrastructure, power and industrial solutions.



LANTRONIX

LANTRONIX (previously Superior Tech) is a leading provider of secure data access and management solutions for the industrial Internet of Things (IoT) and remote connectivity. With a history dating back to 1989, LANTRONIX has established itself as an innovative and trusted brand in the industry. LANTRONIX specializes in providing secure and reliable connectivity solutions for both wired and wireless networks. Their robust line of products includes industrial-grade gateways, IoT modules, embedded systems, and console management solutions. These devices are designed to facilitate seamless data transmission, remote device management, and real-time monitoring, ensuring businesses can efficiently access and control their devices from anywhere in the world.



Innovative strength has been woven into the Rittal DNA since its foundation in 1961. In its founding year Rittal launched the world's first standard enclosure on the market. Within just a few years, Rittal enclosures had become established as a global standard, and have remained so to this day. With its evolution, Rittal has built a very diversified portfolio of Networking Infrastructure Solutions, Datacenters Solutions and Energy Solutions.



Mirsan is a prominent manufacturer specializing in a wide range of high-quality rack cabinets, cabinet accessories, and telecom field cabinets. With a focus on meeting the evolving needs of today's technology landscape, Mirsan utilizes state-of-the-art machinery and leverages its expert staff to ensure exceptional product quality.

The company offers an extensive product lineup that includes server and datacenter cabinets, outdoor panels, special project cabinets, and fiber optic boxes. Mirsan takes pride in its commitment to customer satisfaction, offering fast delivery and comprehensive after-sales support to ensure a seamless experience for its clients.



FLUKE
networks

Twenty five years ago, Fluke Corporation instituted a new program for innovation, built around carefully selected groups called Phoenix Teams. Each was given 100 days and \$100,000 to do something remarkably simple: watch how customers work, analyze the problems they face and turn those insights into new businesses. After spending days with harried networking technicians, the original team had an epiphany: there was no easy way to determine whether network problems were related to hardware, software or cabling. So they created a new way. Today Fluke helps simplify troubleshooting of complex networks with products that provide deep visibility and uncover previously unseen problems.

Need help or support

Call an expert today

Our sales and technical teams are ready to respond to your inquiries and provide the support required to identify the required products/ solutions. Our comprehensive and diversified products and vendors constitutes a wide range of high quality elements and components that can suit your network infrastructure design

For more information please visit our website

www.universe-eg.com

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