

## Alidama Electronics Establishment

Alidama Electronics is APC by Schneider ITB Certified Partner & Authorized Service Provider for Jordan. Other than supplying power continuity products (UPS), we specialize in fully integrated solutions based on the APC InfraStruXure (Integrated Rack, Power, Cooling, Security & Management) for NCPI (Network Critical Physical Infrastructure).

Alidama was established in 1983, focusing on 3 phase switchgear, static power applications and site preparation for EDP and clean room environments. Alidama is a long-time partner of Gutor Electronic AG (Swiss) and Silcon Power Electronics (Denmark), both are now owned by APC (American Power Conversion).

Alidama has introduced Gutor and Silcon UPS systems to Jordan since 1984 and have a very extensive experience in the commissioning, installation and after sales support/service for the full range of APC 3PH and 1PH products. Our engineers attend, on regular basis, APC Global Professional training to keep up-to-date with APC service programs.

Today, Alidama is responsible for protecting hundreds of companies operating in various industries. Our extensive experience in providing customized innovative solutions and our superior levels of commitment to our clients give us the edge to lead and succeed.

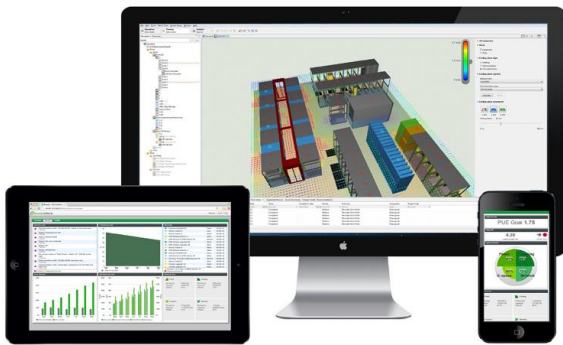
### Our vision

To ensure availability wherever data is created, transmitted or stored from desktop to data center to factory floor.

### Our mission

Is to create delighted customers by improving the manageability, availability and performance of information systems and key process controls through the rapid delivery of innovative solutions to real customer problems.

# Products Overview



## Data Center Infrastructure Management (StruxureWare®)

An integrated suite of data center management software applications that enable businesses to prosper by managing their data centers across multiple domains, providing actionable intelligence for an ideal balance of high availability and peak efficiency throughout the entire data center life cycle.



## High Availability Power Continuity Solutions

A high-efficiency 3-phase UPS with integrated modular distribution that can be right-sized to your data center power requirements. With hot-scalable power, distribution and run-time this UPS scales with your data center up to 500kW/500kVA. Suitable for small to medium data centers or individual zones of large data centers.



## Performance Power Protection Solutions

Schneider Electric™ is a world leader in power protection, solving today's energy challenges while setting the standard for quality and innovation with fully integrated solutions designed for flexibility in order to meet a wide range of requirements: from data centers to industrial and facilities applications.



## Power Distribution with Structured Cabling

The growing complexity of IT environments, from wiring closets and server rooms to data centers of all sizes, has increased the need for reliable power distribution to the rack level. Eliminating power management issues is essential for IT and Facilities managers to maintain system availability of increasing higher density equipment. Power Distribution Units are an essential element in managing power capacity and functionality for critical network, server and data center equipment.



## Racks and Accessories

Racks, enclosures and accessories for IT equipment from network closets to data centers.

Feature-rich IT enclosures optimized for cable management, power distribution, and airflow management.



## High Availability Cooling

Cooling solutions for IT equipment from network closets to data centers.

The InRow Cooling design closely couples the cooling with the IT heat load. This design prevents hot air recirculation, while improving cooling predictability and allowing for a pay as you grow environment.

These products meet the diverse requirements for closets, server rooms, and data centers.



### Precision Cooling:

Wide range of solutions with the capacity to control the temperature and humidity inside technological rooms. Dissipation of the heat generated by the equipment served is necessary to ensure the operation and reliability of these complex systems and is fundamental to avoid interruption of service. The Uniflair solutions are capable of functioning 24/7 - 365 days a year therefore providing continuous operation.



### Modular Access Flooring

Originally created for purely technical needs inside technological rooms during the '70s, have developed over time to become the ideal solution for uniting practicality and design in the advanced service sector. The space recovery requirements and requests for greater versatility of a building combined with respect for the creativity of the designer/architect make Uniflair's modular access floors an excellent solution.



### Security & Environmental Monitoring

Physical threat monitoring solutions from network closets to data centers. NetBotz offers premium security and environmental monitoring over the network & is capable of video surveillance and monitoring to record human activity. It provides temperature, humidity, door contact, dry contact, vibration, smoke, 2 way audio monitoring, spot leak and rope leak monitoring.

# Success Stories

## Jordan Media City:

Our modular, fault tolerant UPS systems provides a high availability power continuity solution protecting the critical transmission stations of Nilesat, Arabsat & Asiasat, ensuring a minimum downtime, with redundancy, scalability and easy serviceability.

## Arab Bank PLC:

Our high availability power continuity solution provides a dual source protection for the mission critical data center environment, ensuring a reliable protection, with minimum mean time to repair.

## Jordan Ahli Bank:

APC was selected by Ahli bank as an all in one power protection partner for their mission critical data center, and their branches across the kingdom.

## Egyptian Land Bank:

Using our pay as you grow, scalable solution we were able to provide a high availability power solution for their fast growing needs.

## Cairo Amman Bank:

Using APC InfraStruXure solution we were able to provide a fully integrated power, cooling, and environmental management within a rack-optimized design for their main data centre & DRC site. With standardized components that are modular, manageable, and pre-engineered to work together. ISX was also able to provide a reliable solution for more than 140 branches and ATM's across Jordan.

## Various Embassies:

Supply power continuity equipment for various diplomatic missions and NGO's in Jordan.

## IKEA Jordan:

Full data center solution by APC including Symmetra PX UPS, Uniflair precision air condition and Raised floor, Netbotz monitoring system and APC racks.

## Jordan Hospital:

Our UPS systems are selected to offer protection for the medical equipment including operation rooms and lab equipment

## Hashemite University:

The high reliability UPS units were selected to protect the new faculty of pharmacy's sensitive lab equipment

## UNHCR: Different locations

We have successfully installed, started up and serviced all APC by Schneider electric equipment in various parts of Jordan with close cooperation with international suppliers.

## Philip Morris International:

Industrial grade UPS units were installed to protect the factory's newest state of the art machines

A full list of our clients in Jordan could be provided upon request.