

مطابرة  
MOTABAQAH  
للتجارة TRADING

# MOTABAQAH TRADING CO. L.L.C

*Delivering Measureable Innovation*

*A broad insight into vision, business divisions and operations of  
Motabaqah Trading*

CORPORATE PRESENTATION

# Content

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- ✓ Vision & Mission of Motabaqah Holding
- ✓ Motabaqah Holding Structure
- ✓ Motabaqah Trading Company

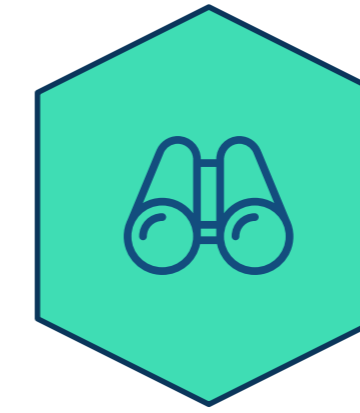
**To be the leader of specialized private laboratories in the total quality.**

**First-choice provider of testing, calibration and certification of products.**

**To be trusted and recognized locally and internationally by our accurate results.**

**To offer the most comprehensive and advanced technology and solutions in laboratories field.**

**To continuously develop, improve and optimize our services.**



# **Motabaqah's VISION**

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**TO BECOME A SYNONYM FOR THE BEST SERVICE & QUALITY!**

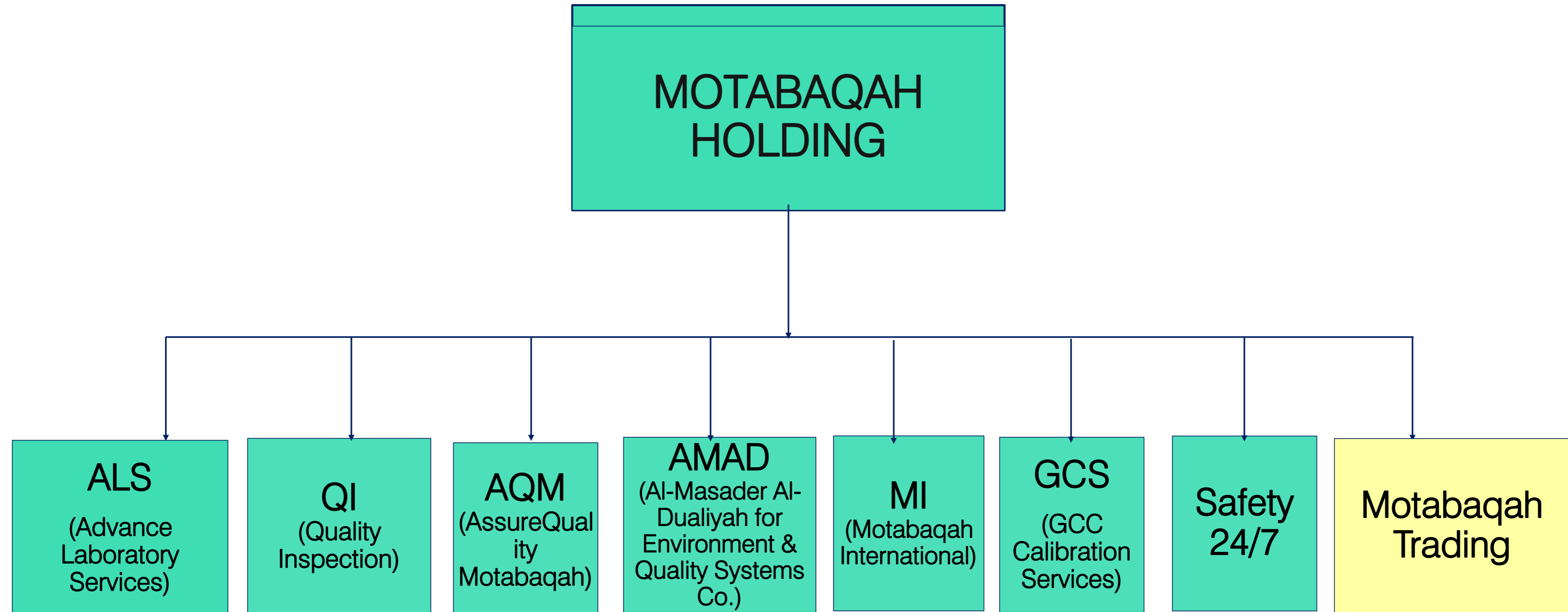
# MISSION

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- ✓ Comprehensive laboratories for conformity, compliance testing and certification.
- ✓ Add economic value to products
- ✓ Protect the consumer and add value to businesses.
- ✓ Increase manufacture's reputation and prevent off-specification products.



# Motabaqah Holding Structure



# Motabaqah Trading Co. LLC

*Delivering Measureable Innovation*

Business Lines, Objectives, Products and Value Proposition.

**DIVERSIFICATION THAT FUELS BUSINESS PROSPERITY**

# Index

**Business Lines of  
Motabaqah Trading**  
Divisions



**Motabaqah Trading  
Overview**

Introduction, Purpose, Values.



**Vision & Objectives of Motabaqah  
Trading**

The underlying goals, Culture & Quality Principles

Motabaqah Trading 's Electronic  
Measurement



Keysight

**Motabaqah Trading 's  
Procurement & Supply**  
Services we provide.

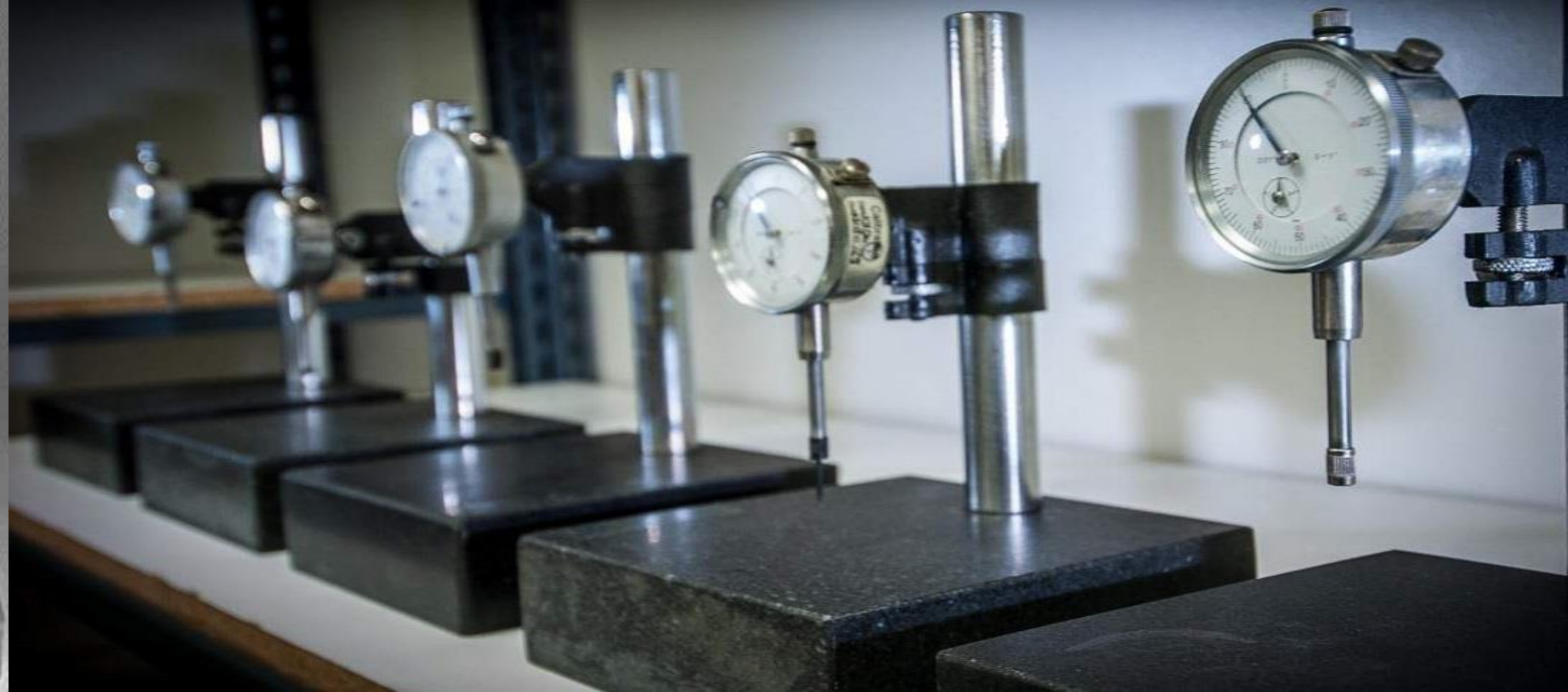
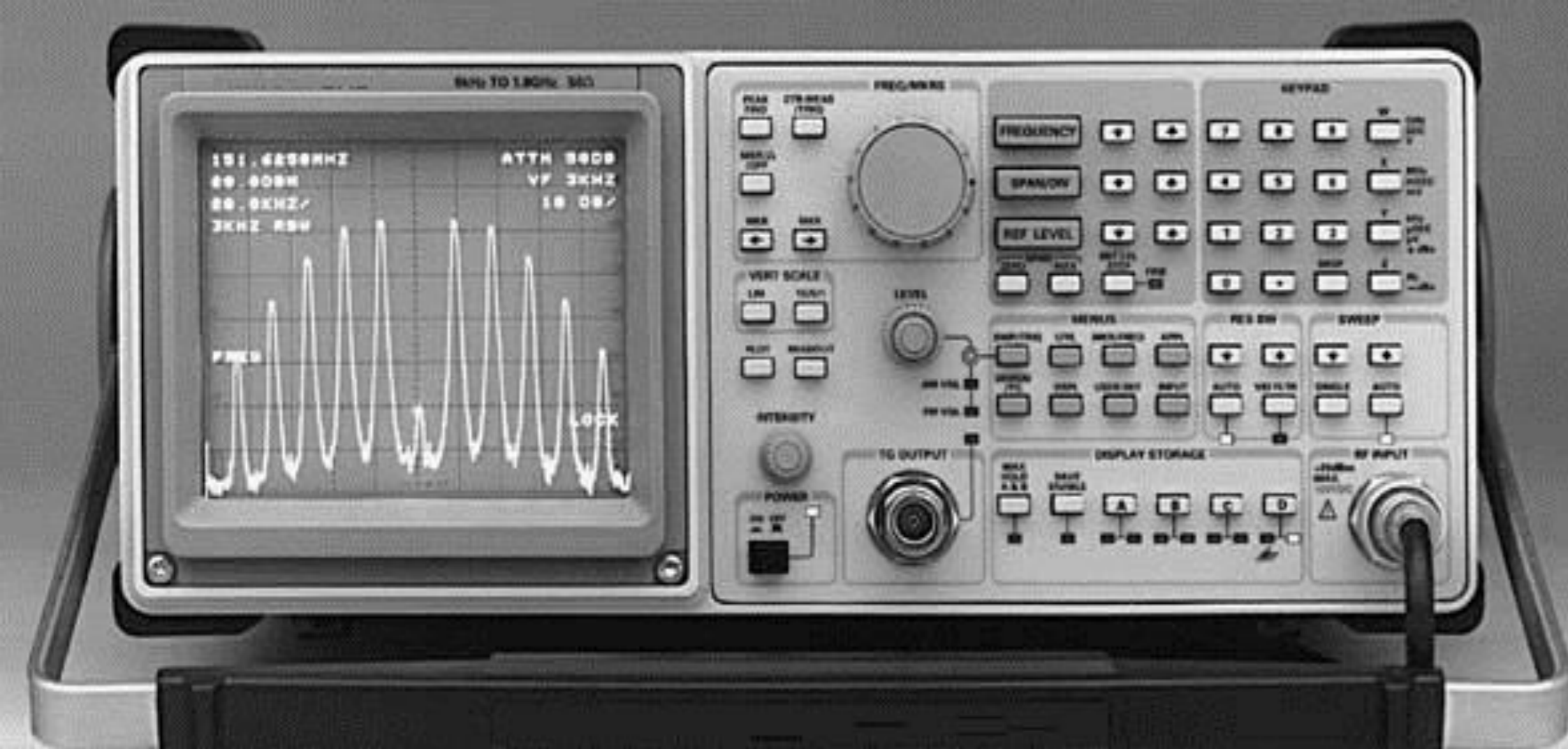


**MCVL**  
Motabaqah Trading 's Measurement,  
Calibration, and Verification  
Laboratory.



**Value Proposition**  
Registrations





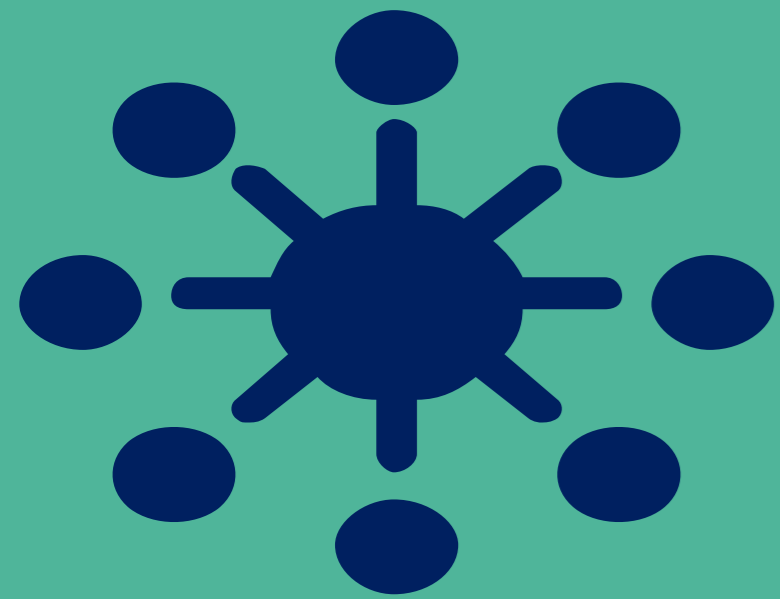
# Overview of Motabaqah Trading

# Overview of Motabaqah Trading

- ✓ Introduction to Motabaqah Trading
- ✓ Business Lines (Sub Divisions)
- ✓ Vision & Objectives of Motabaqah Trading
- ✓ Customer Focus
- ✓ Company Culture & Values
- ✓ Our Quality Commitment



# Business Lines



- Motabaqah Trading 's Test & Measurement Division (Keysight)
- Keysight ASP (Calibration Division)
- Industrial Instrumentation Division
- ICT Division

# Vision

“*Become the company that best understands and satisfies the Electronic Test & Measurement, Calibration and Procurement needs of customers across GCC.*”

# Objectives

## Customer Focused

nurturing a winning network of satisfied customer base

## Realizing our full potential

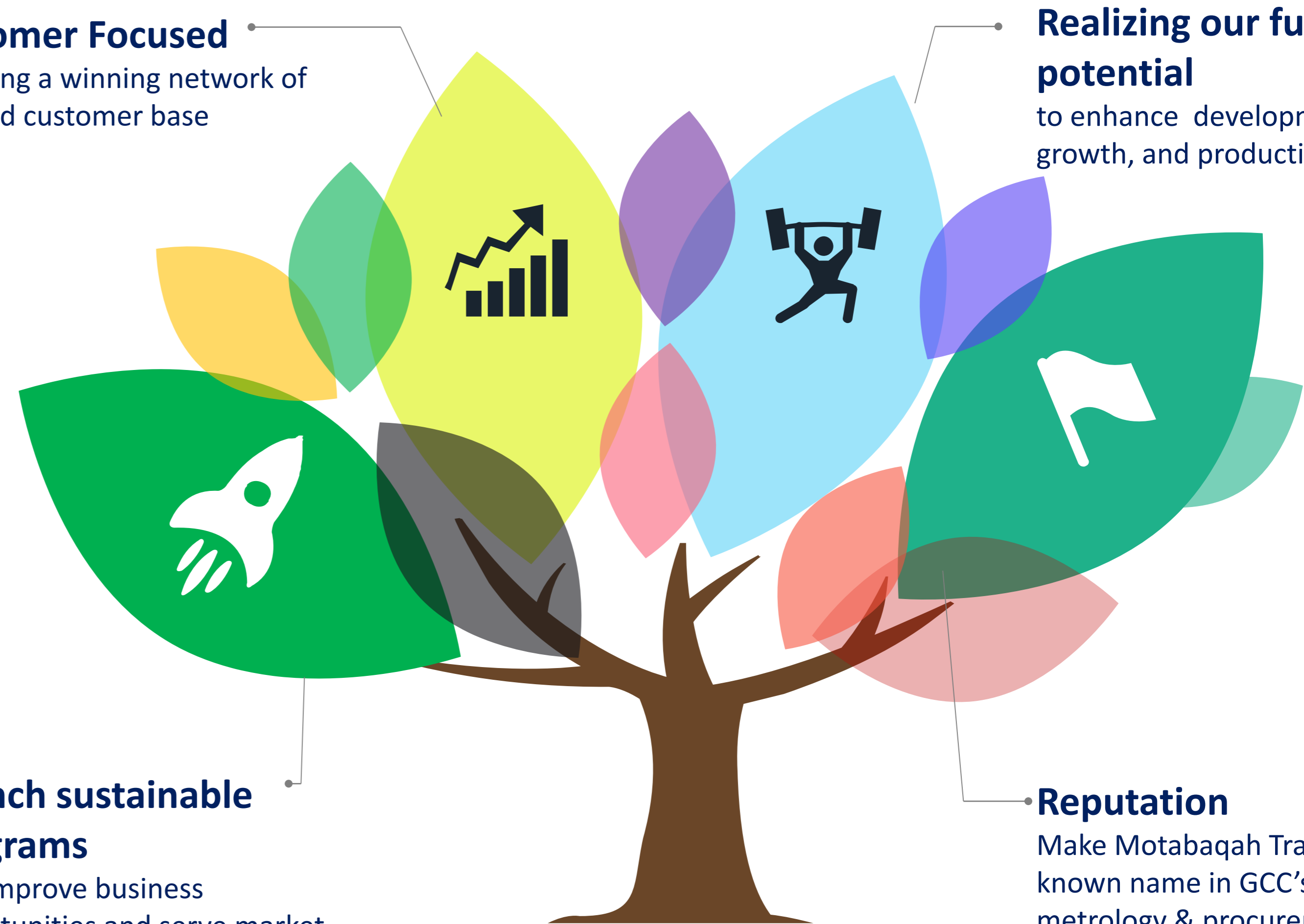
to enhance development, growth, and productivity

## Launch sustainable programs

that improve business opportunities and serve market efficiently

## Reputation

Make Motabaqah Trading a known name in GCC's metrology & procurement markets



# Customer Focus – GUARANTEED!

We think “client” is a weak word; companies consult us to become their PARTNER.

At Motabaqah Trading , we work together with our customers to offer them compelling products and services that provides robust measurement capabilities and significant value to their business.



  
We've got you covered!

  
For us, Quality is not an act – it's a habit.

  
We're experts you can Trust.

  
We aim for your success.

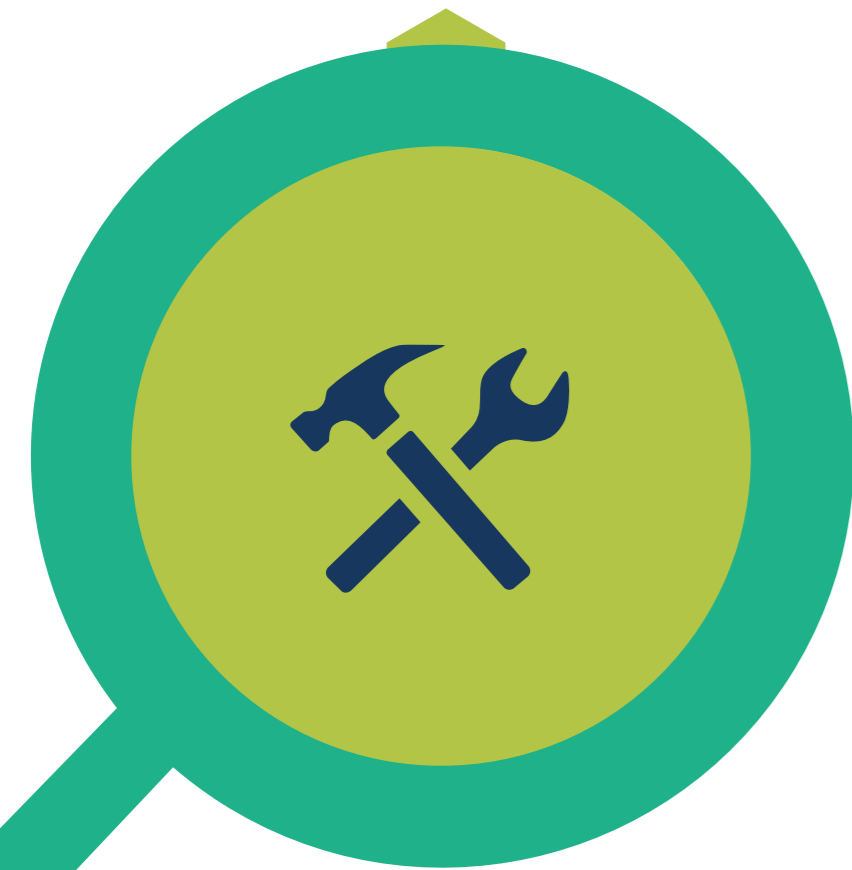
# Company Culture & Core Values



# Our Quality Commitment

## First-Rate Service

Provide top class customer service and ensure our products meet or exceed their required specifications.



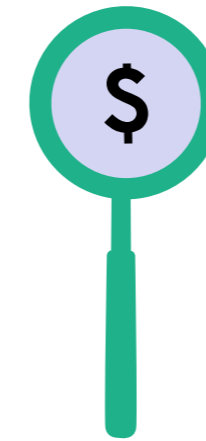
## Adhere to International Standards

Conform at a minimum to ISO9001 Quality Management Standard.



## Results

Value for your investment



## Improve Customer Experience

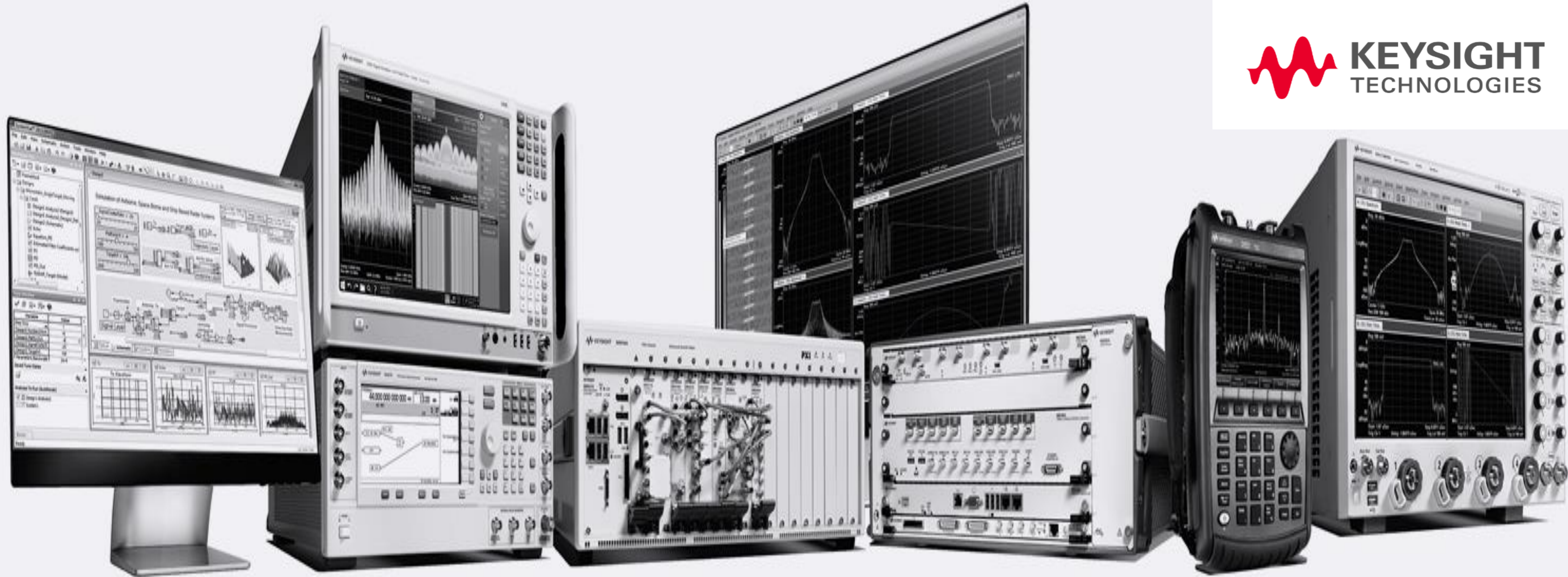
Continually monitor and improve customers' total experience.



## Safety Regulations

All of our products comply with applicable safety and regulatory requirements.





# Motabaqah Trading 's Electronic Test & Measurement (Keysight)

# Motabaqah Trading 's Electronic Test & Measurement (Keysight)

- ✓ About Keysight Technologies
- ✓ Product Portfolio
- ✓ Customer Segments
- ✓ Industries We Serve
- ✓ One-stop Shop for All Keysight Needs

# About Keysight Technologies



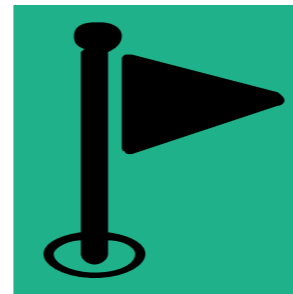
Keysight Technologies is world leader in Electronic Test & Measurement instruments and solutions.



Keysight has an enormous reach in GCC's metrology market.



Keysight is the preferred brand of high-profile customers belonging to Government sectors, Military, Defence, Education, IT & Communication to name a few.



Keysight has chosen Motabaqah Trading as their sole Authorized Technical Representative (ATR) & Distribution and ASP partner for GCC.

# Product Portfolio



**OSCILLOSCOPES, ANALYZERS, METERS**  
Spectrum Analyzers, Network Analyzers +

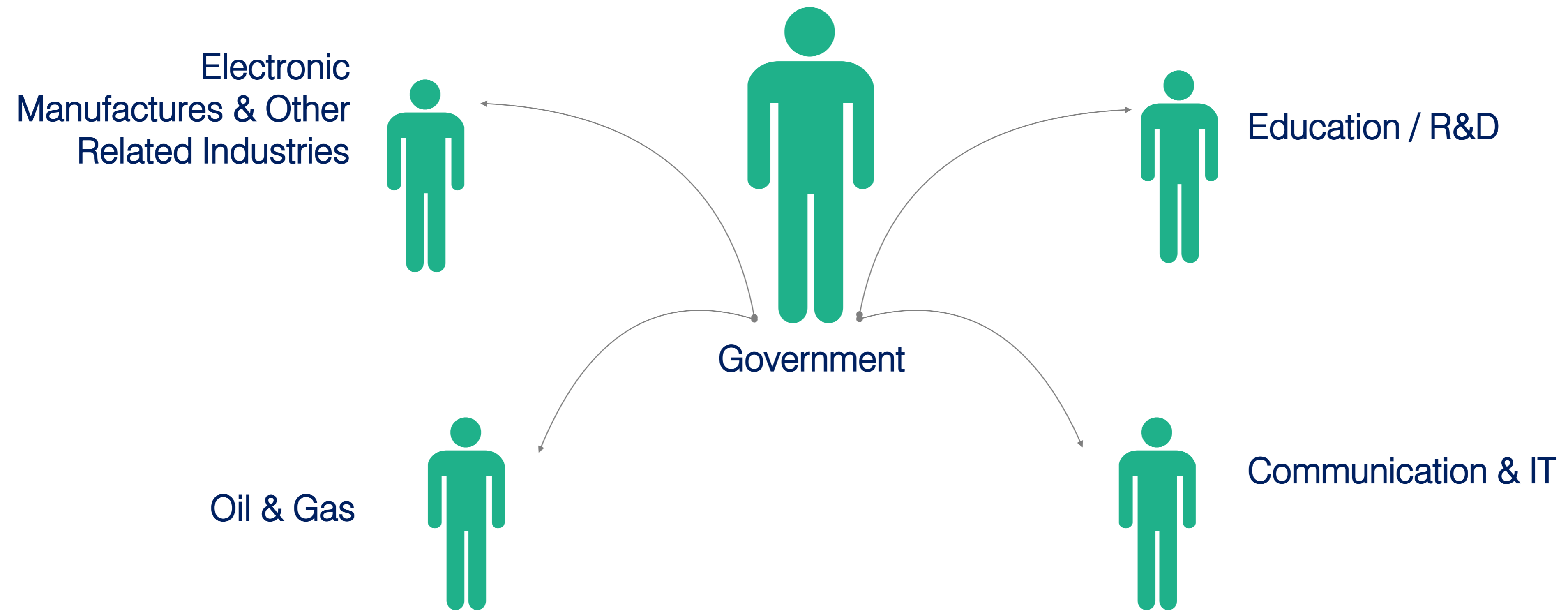
**GENERATORS, SOURCES, SUPPLIES**  
Signal Generators, Pulse Generators +

**MODULAR SOLUTIONS**  
PXI, AXIe, Data Acquisition Modules +

**SOFTWARE**  
Electronic Design Automation, Application Software +

**WIRELESS, RF & MICROWAVE**  
Wireless Test Sets, RF, Photonic Measurement +

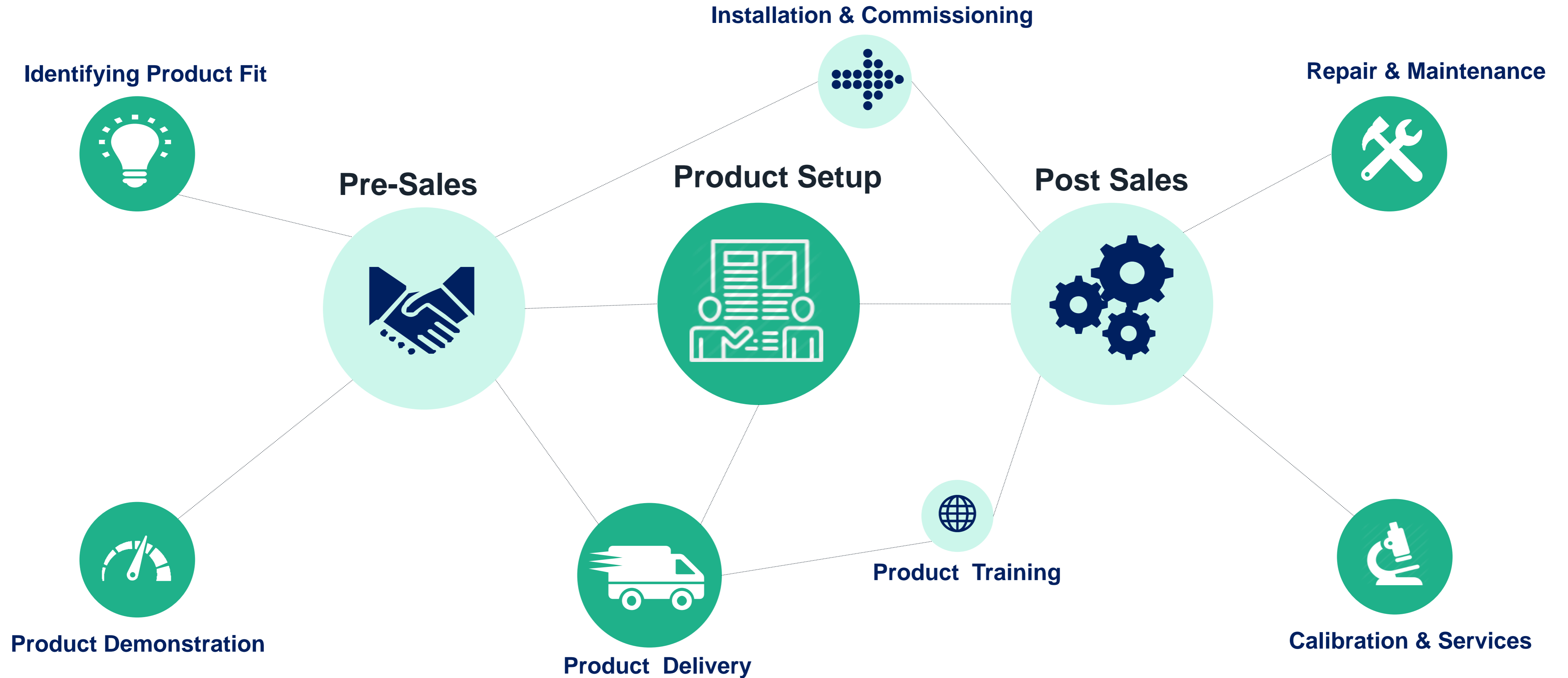
# Major Customers



# Our Key Industrial Activities



# One-Stop Shop for All Keysight Needs





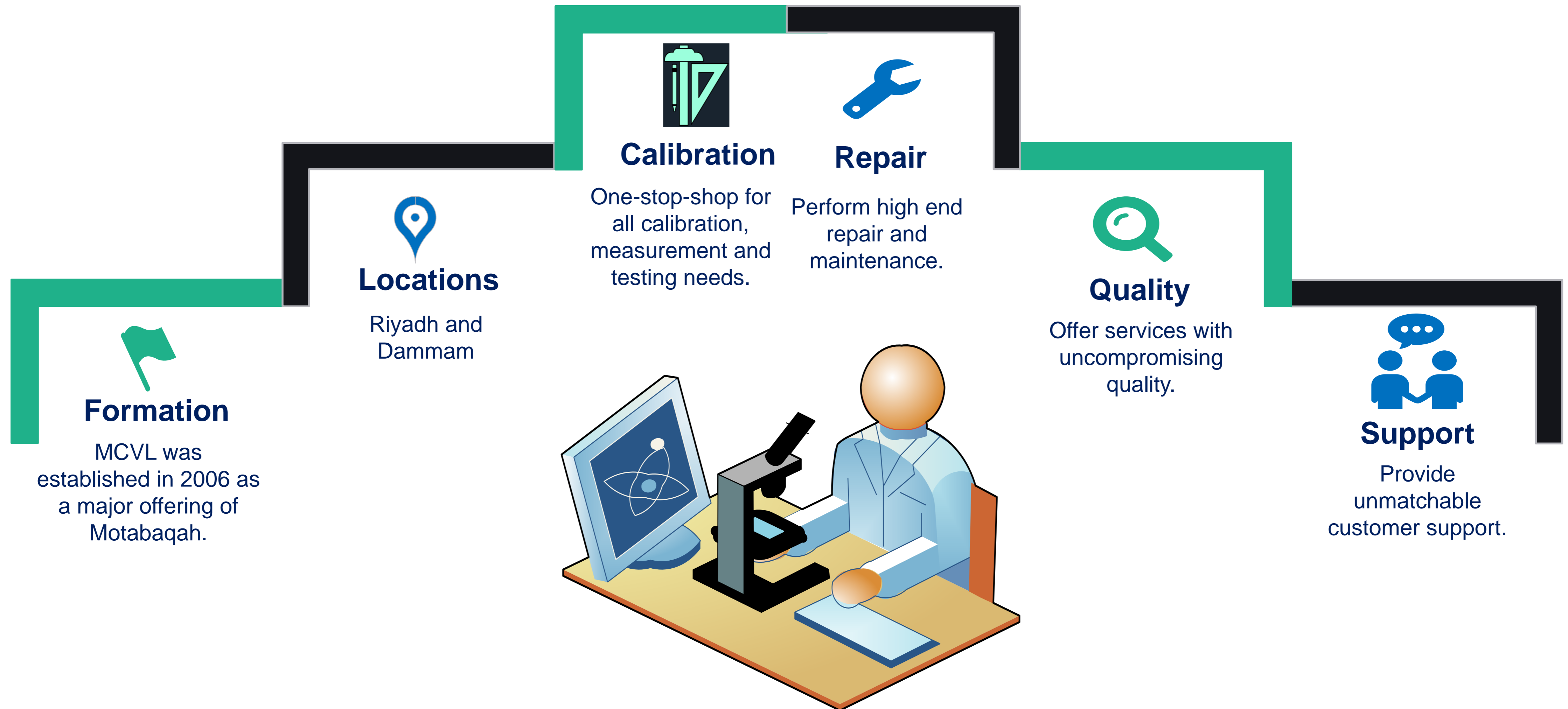
# Motabaqah Trading 's Measurement Calibration and Verification Laboratory (MCVL)



# Motabaqah Trading 's Measurement Calibration and Verification Laboratory (MCVL)

- ✓ Formation & Purpose
- ✓ Accomplishments
- ✓ Accreditations
- ✓ MCVL Services
- ✓ Calibration & Repair Capabilities

# Formation & Purpose of MCVL



# Accomplishments of Our MCVL



## Reputation

One of the most respected calibration laboratories in KSA.



## Accreditations

Accredited by national and international bodies for ISO 17025 like SAC, DAC, ..



## Certifications

Certified from UKAS for ISO9001 Quality programs.



## Keysight's ASP

Chosen as an Authorized Service Provider of Keysight for GCC and Jordan.

# Our Local and International Accreditation

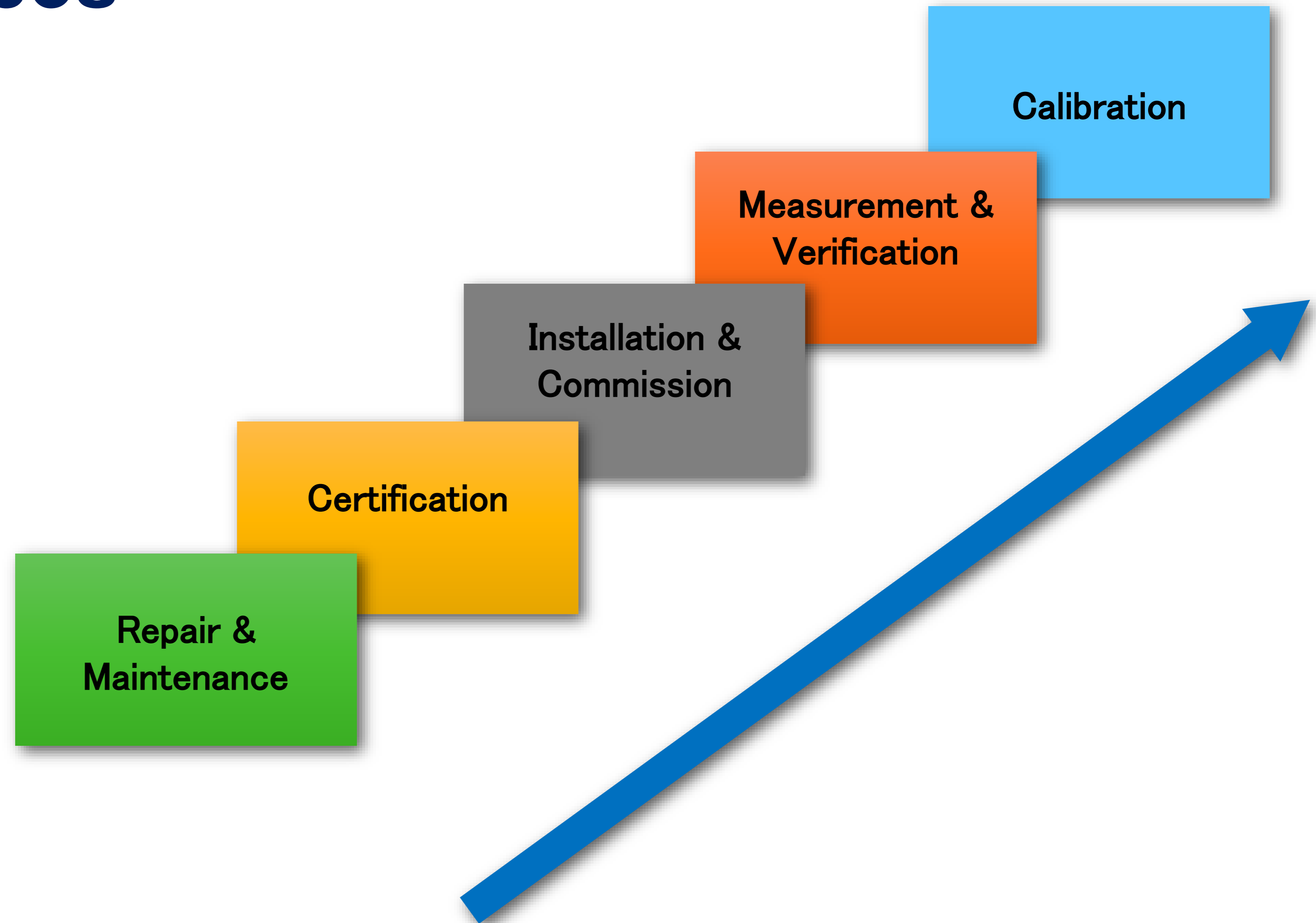
1. Saudi MOC&I Certified.
2. ISO 17025 - SASO Saudi Arabia (SAC)
3. UKAS/SGS – ISO9001 - Switzerland
4. In a process of obtaining UKAS or DAkkS ISO/IEC 17025:2005
5. International Proficiency Test



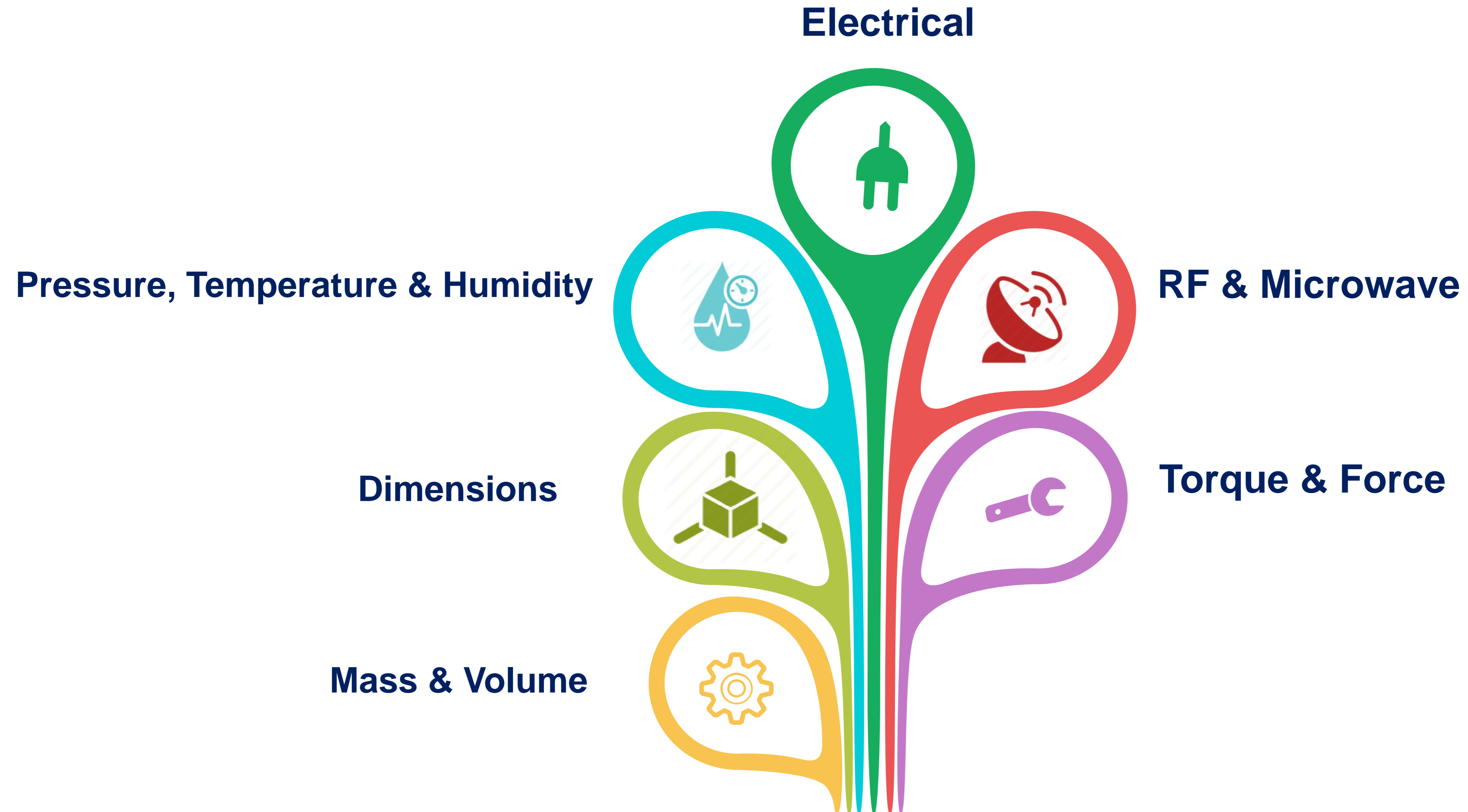
# MCVL Services

Our sophisticated MCV Laboratories are one-stop-shop for all calibration and conformity testing needs.

Motabaqah Trading has also planned establishment of Calibration Lab in UAE (Abu Dhabi) by 2017.



# Major Calibration & Repair Areas..





# Motabaqah Trading 's Procurement & Supply Division (MPS)

# Motabaqah Trading 's Procurement & Supply Division (MPS)

- ✓ Formation & Purpose
- ✓ Overview of Services
- ✓ Service Commitment
- ✓ Work Flow
- ✓ Key Performance Indicators

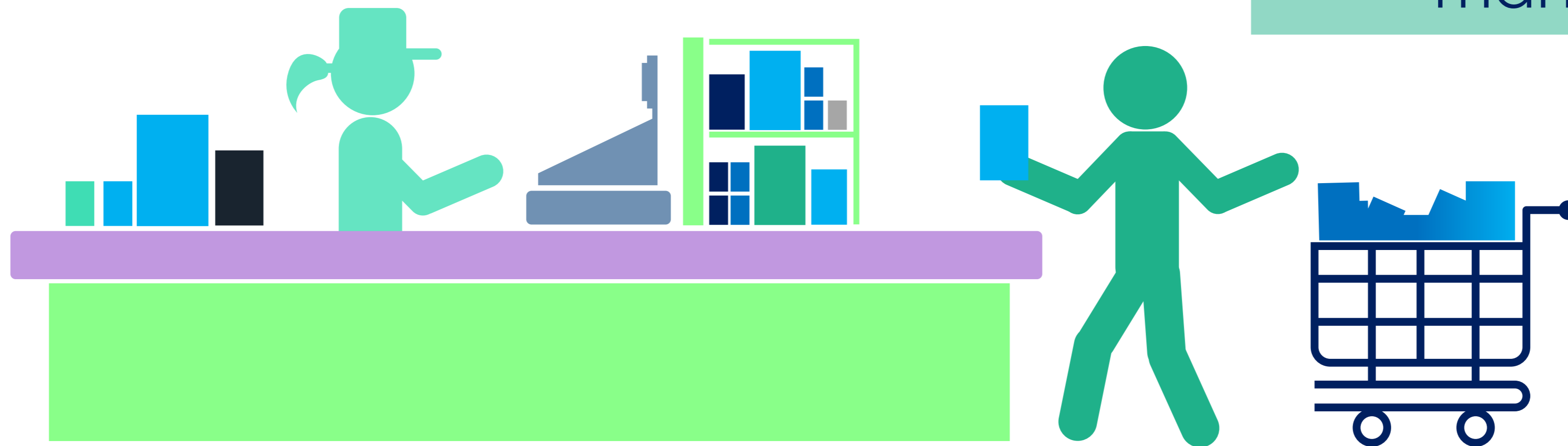


# Formation & Purpose

The company was formed on June 2016.

The office premises is based in Jubail, KSA.

To be the leader in the procurement sector throughout the Kingdom, by delivering value and excellence in supply chain management.



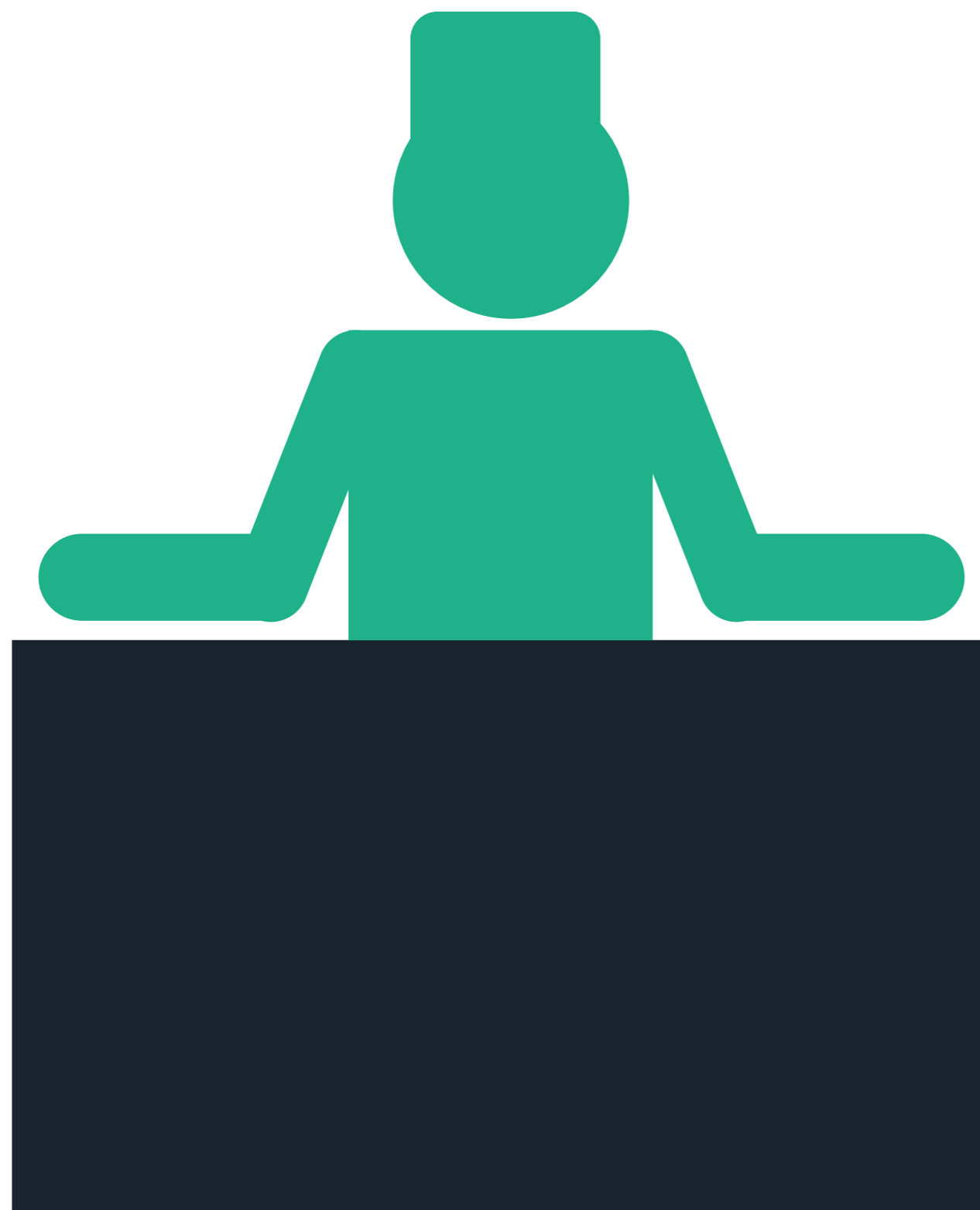
# Overview of Services



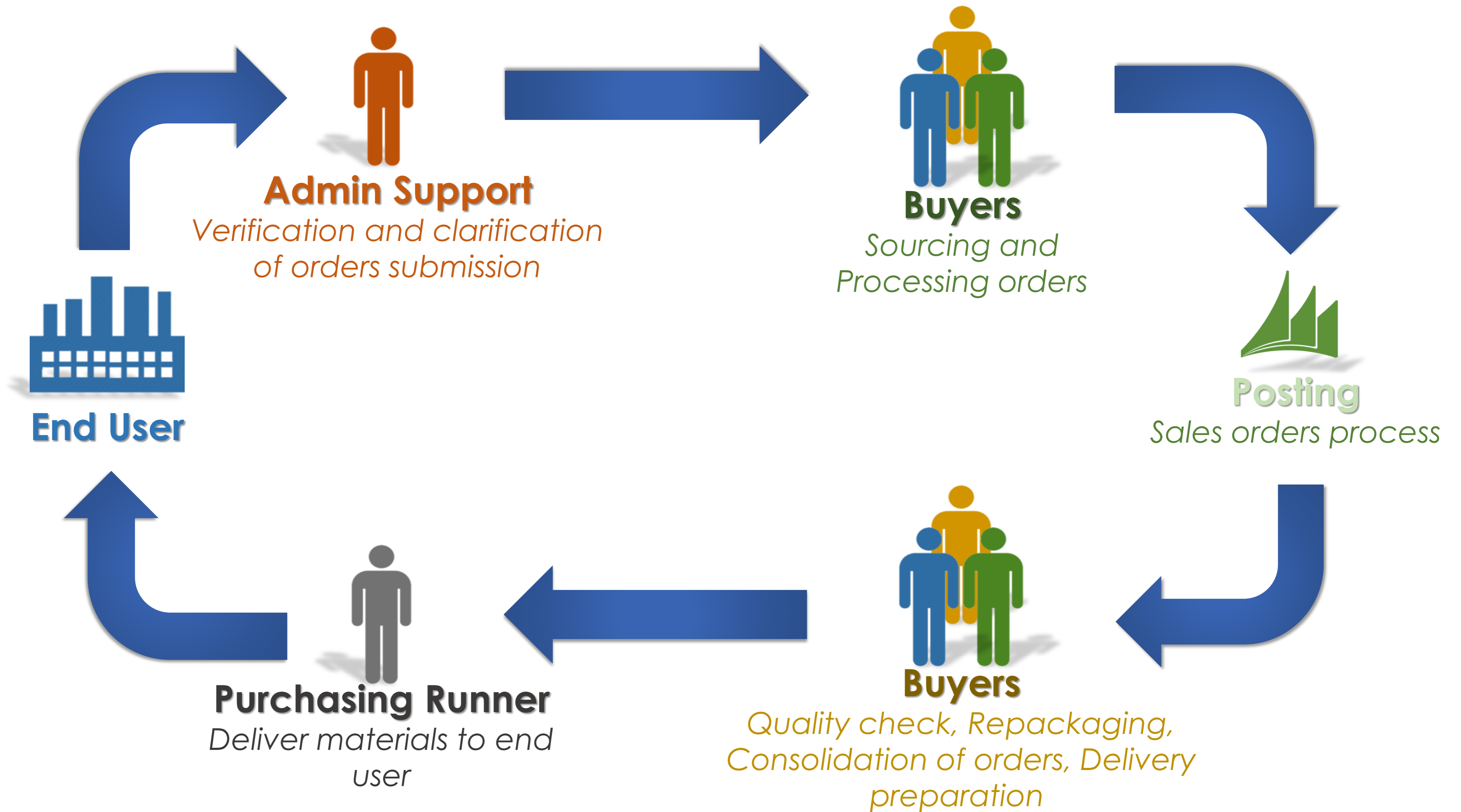
MPS is driven by a team of procurement specialists who live, breathe and sleep on supply chain management and enhancing customer satisfaction.

# Service Commitment

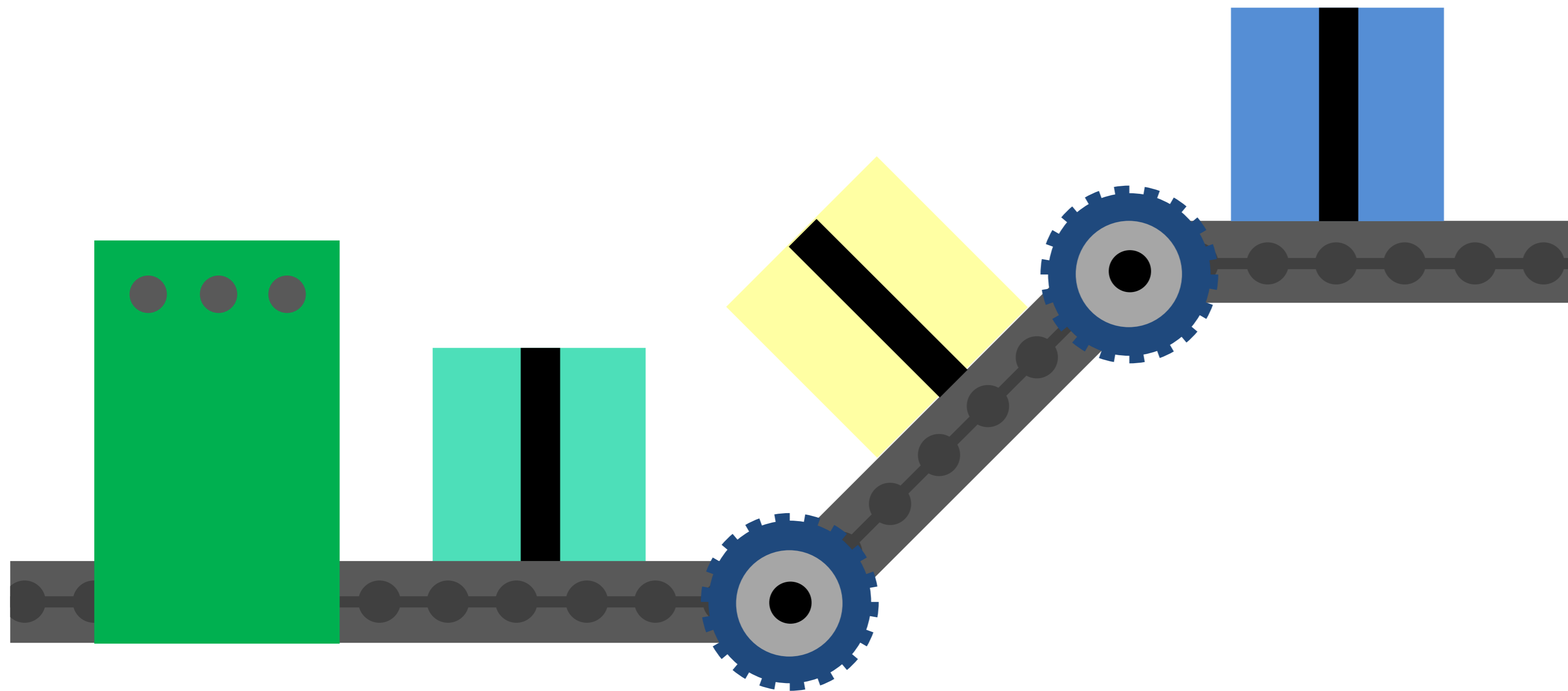
**MPS** is committed to be the first choice of procurement solutions, by offering services of bonafide quality. We aim to attain and maintain this position by delivering superior value and introducing better ways to procure the business requirements.



# Work Flow



# Key Performance Indicators



- ✓ Delivery time frame
- ✓ Order processing time
- ✓ Orders processed
- ✓ Orders rejected
- ✓ Quality of deliveries
- ✓ End user satisfaction

# Our Value Proposition

- ✓ Approach to Remain at Top
- ✓ What Makes Motabaqah Trading #1 In GCC Industry
- ✓ Our Major Registrations

# Approach to Remain at Top

## Powerful Team

Continuously developing a top class team of skilled professionals.

## System

Leveraging the power of best-in-class technology and system interfaces.

## Process

Formulating ISO defined processes.

## Customer Satisfaction

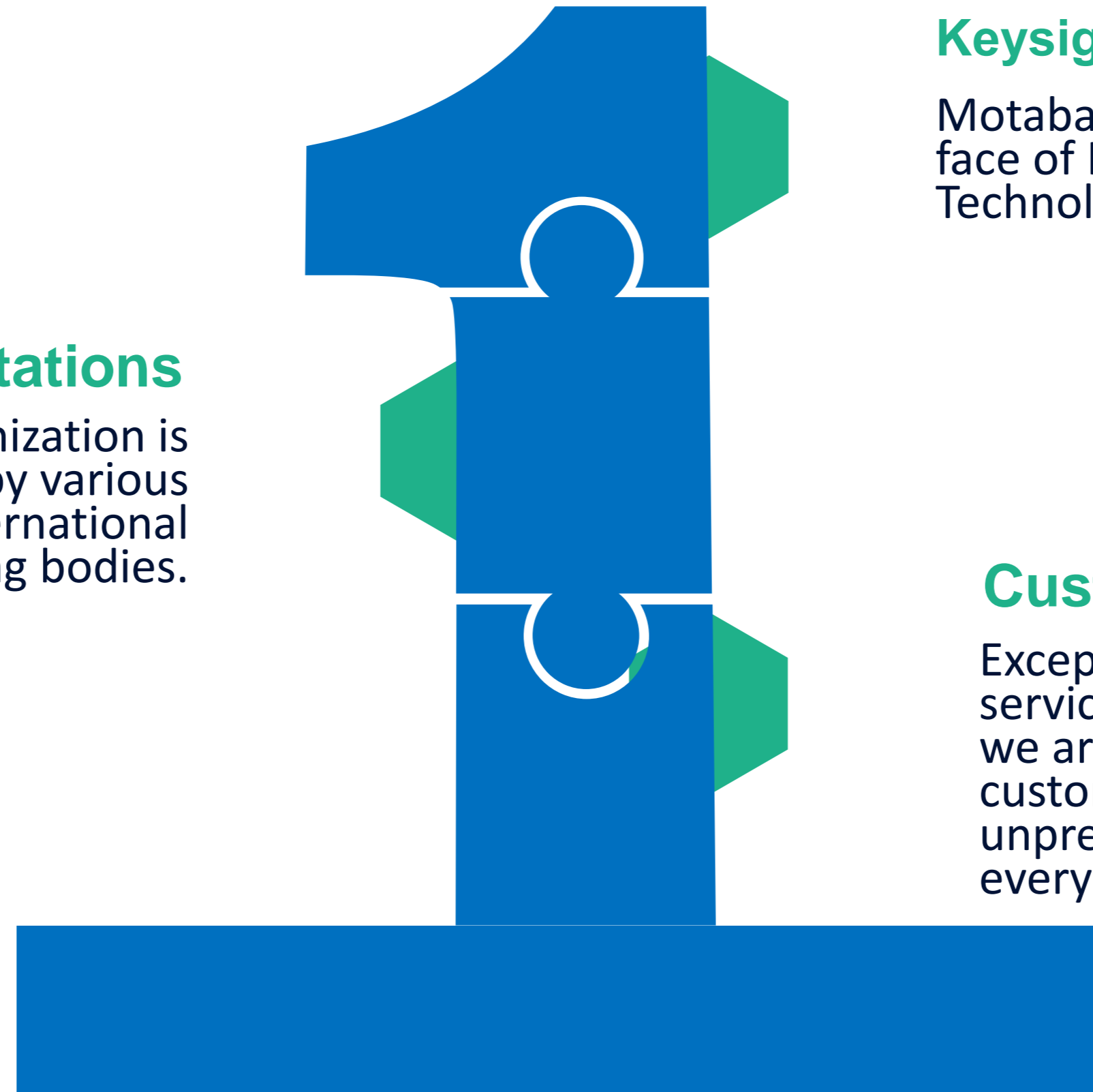
Providing high quality services that earns customers loyalty.

## Continuous Improvement

Focussing on continuous improvement to stay on top consistently.

# What Makes Motabaqah Trading #1 In GCC Industry

**Accreditations**  
Our organization is accredited by various local and international governing bodies.



**Keysight's Partner**  
Motabaqah Trading is the face of Keysight Technologies in GCC.

**Customer Success**  
Exceptional customer service is the heart of who we are. we ensure our customers business meets unprecedented success every time.



# Our Major Registrations



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THANK YOU!

شركة مطابقة للتجارة  
Motabaqah Trading Co.