



COMPANY PROFILE



Driven By Quality, Powered By Service

www.raredist.com



Mohamed Nader Omar Sharafeldien
Managing Director / Founder

■ *Middle East is experiencing an accelerated growth and we at Rare Distribution share our part in this onward march of the region. We have built a core competence for the stock and supply of Structured cabling elements. A huge chunk of project requirements required in a booming economy are sourced by us. Our supplies constitute the result of cutting-edge technology offered by the leading manufacturers from across the globe.*

Feeling the pulse of the market, we have been able to reach a veritable high position in our field of activity. The legion of satisfied customers is testimony to our quality of service. 'Time is Money' and we log the extra mile to ensure that your order is delivered on schedule.

Welcome, honored guest, to a mind boggling variety of supplies that suit your need.

*"Actions speak louder than words"
try us out and feel the difference.*

*We now look forward to the
opportunity of serving you... ■■*





LEADING THE WAY

The main secret behind the growth of Rare Distribution is the leadership of an intelligent man who has handled all the operations as a “one man army.” Through his dedication, he was capable of gathering in-depth knowledge of structured cabling and data communication business in the Middle East market.

Mr. Mohammed Nader Omar leads the infrastructure vertical and new business initiatives at Rare Distribution. He has over 15 years of experience in the industry and has seeded as well as built new, successful enterprises from the ground up. He has served within various departments right from the sales management, business development, financial management, human resource development, manufacturing facility management up to general management.

Mr. Mohammed is a qualified Communication Engineer from Egypt. Having experiences in Egypt as well as in Qatar has enabled him to provide a great deal of service through his capabilities.

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ABOUT THE COMPANY



Rare Distribution is a well-established firm having operations in the Middle East. Rare Distribution continues to bloom by bringing up new structures and brands in the market. Since we at Rare Distribution believe in quality and standard, we deal with chosen major brands like

**Legrand, Excel, Estap, Planet,
Raritan, Exterity & Rittal.**

We are specialized in providing a wide range of IT products along with cabling infrastructures, set of interconnections & distribution solutions for Copper, Fiber,

Power Supply, Racks, Cabinets, UPS, Network Accessories, Power Distribution Units, Media Converters, Industrial Switches, KVM Switches, Active Components, IP-TV & Digital Signage .

RARE DISTRIBUTION was earlier RARE Technology and Trading which is a well-established System Integrator for supply and installation in Middle East market. They have gained a good reputation in the market for their excellent timely service and competitive prices in supply and installation for structure cabling solution, Access control, CCTV solution, Power supply and Network infrastructure services.

Today, in a leading position in the field of advanced technologies, we intend on moving towards products that are more innovative and future proof. Hence RARE has taken a step ahead in introducing new and most demanded products and brands in the Middle East with a fresh new face. Our reputation in the market is the success story in and of itself. We have delivered and integrated major projects and earned major clients over these many years. Having been well established in UAE, RARE DISTRIBUTION strives to be the top most sought out distribution firm in the region.



To become an indispensable partner to our clients by offering and managing the next assortment of vendors and service providers in the Field of Information Technology combined with localization, best practices and service excellence



MISSION



VISION



To become the leading edge technology provider in the Middle East and North Africa by creating high quality products and services as well as partnering with the most renowned suppliers of IT solutions in order to exceed our client's expectations and achieve measurable competitive advantage.

RARE DISTRIBUTION

SEES THE FUTURE DIFFERENTLY

Is it possible to do now what the rest of the world will do 10 years from now?

The world is in the midst of change. Because the times are uncertain, many intellectuals are intent on forecasting the future. However at Rare Distribution, we see things differently. Forecasting the future is not enough. Real value comes from taking the lead. Real value lies in creating your own future. Faster than anyone else. At Rare Distribution, we do not wait 10 years. We make that future, today's reality. That is Rare Distribution's timeless mission. Dream up the Future, Today !



■ WHY CHOOSE RARE DISTRIBUTION?

- Ⓜ Maintains close business relations with the leading consultants, contractors and system integration providers.
- Ⓜ Provides its partners with the highest level of professional service and commitment.
- Ⓜ Maintains large stock of products from the authorized brands.
- Ⓜ One of the most Experienced distributors in IT sector around the Middle East.
- Ⓜ Continuously expanding its presence and leadership in the market.
- Ⓜ It is a new door for Quality, Support and Care.



BRAND PARTNERS



BRAND PARTNERS



Legrand is the global specialist in electrical and digital building infrastructures.

Its comprehensive offering of solutions for use in commercial, industrial and residential markets makes it a benchmark for customers worldwide. Innovation for a steady flow of new products with high added value and acquisition are prime vectors for growth.

www.legrand.com



BRAND PARTNERS



Rittal manufactures the world's leading industrial and IT enclosures, racks and accessories, including high efficiency, high density climate control and power management systems for industrial, data center, outdoor and hybrid applications. Rittal's off-the-shelf standard, modified standard and custom-engineered products are known throughout the world as high quality, affordable solutions for practically any industrial or IT infrastructure application - from single enclosures to comprehensive systems.

Rittal, was started in Germany in 1961 and has grown to include offices in more than 70 countries and manufacturing facilities on 4 continents.



www.rittal.com

BRAND PARTNERS



Excel is a world-class premium end-to-end infrastructure solution – designed, manufactured, supported and delivered – without compromise.

Excel is driven by a team of industry experts, ensuring the latest innovation and manufacturing capabilities are implemented to surpass quality and performance standards, technical compliance and excellence.

With an emphasis on compatibility and standards compliance 'from cable to rack', reliability and product availability, Excel is the complete trusted solution. Since the brand was launched to the UK market in 1997, Excel has enjoyed formidable growth and is sold in over 70 countries throughout EMEA



www.excel-networking.com

BRAND PARTNERS

The Estap logo features the word "Estap" in a bold, italicized, black sans-serif font, with a registered trademark symbol (®) to the upper right of the letter 'p'. The logo is set against a solid orange rectangular background.

Estap is a major player in the Turkish electronics enclosures industry since 1989. ESTAP A.Ş. specializes in enclosures for data communication equipment, utilising basic 19" racks, cabinets and accessories, to provide solutions for networking, servers, datacenters, outdoor applications, industrial usage & telecommunication.

In 2008, Estap was acquired by the Legrand Group.

Estap was the first brand to meet international standards with TSE approved products in Turkey. Dedicated to providing its customers with cost effective quality products offering the logistics, flexibility, engineering standards to ensure optimum performance, guaranteed by continuous, long-term technical support.

<http://www.estap.com.tr>



BRAND PARTNERS

Raritan®

A brand of  **legrand®**

Raritan is a proven innovator of power management solutions, DCIM software, and KVM-over-IP for data centers of all sizes. In over 76 countries and 50,000 locations worldwide, Raritan's award-winning hardware and software solutions increase energy efficiency, improve reliability, and raise productivity.

In 2015, Raritan was acquired by the Legrand Group.

Raritan began developing KVM switches for IT professionals to manage servers remotely in 1985. Today, as a brand of Legrand, Raritan is a leading provider of intelligent rack PDUs. Raritan Solutions increase the reliability and intelligence of data centers in 9 of the top 10 Fortune 500 technology companies.



<https://www.raritan.com>

BRAND PARTNERS



Founded in 1993, PLANET Technology Corporation is a leading global provider of IP-based networking products and solutions for small-to-medium-sized businesses, enterprises, and SOHO markets. With a strong mission to be a Pioneer of IP Innovation in the global market, PLANET designs, deploys and delivers innovative IP solutions with converged data, voice, and video deployment over the wide range of networking technologies.

The company has also been demonstrating its consistent commitment to the role of global citizenship, besides its product innovations.



<https://www.planet.com.tw>

BRAND PARTNERS



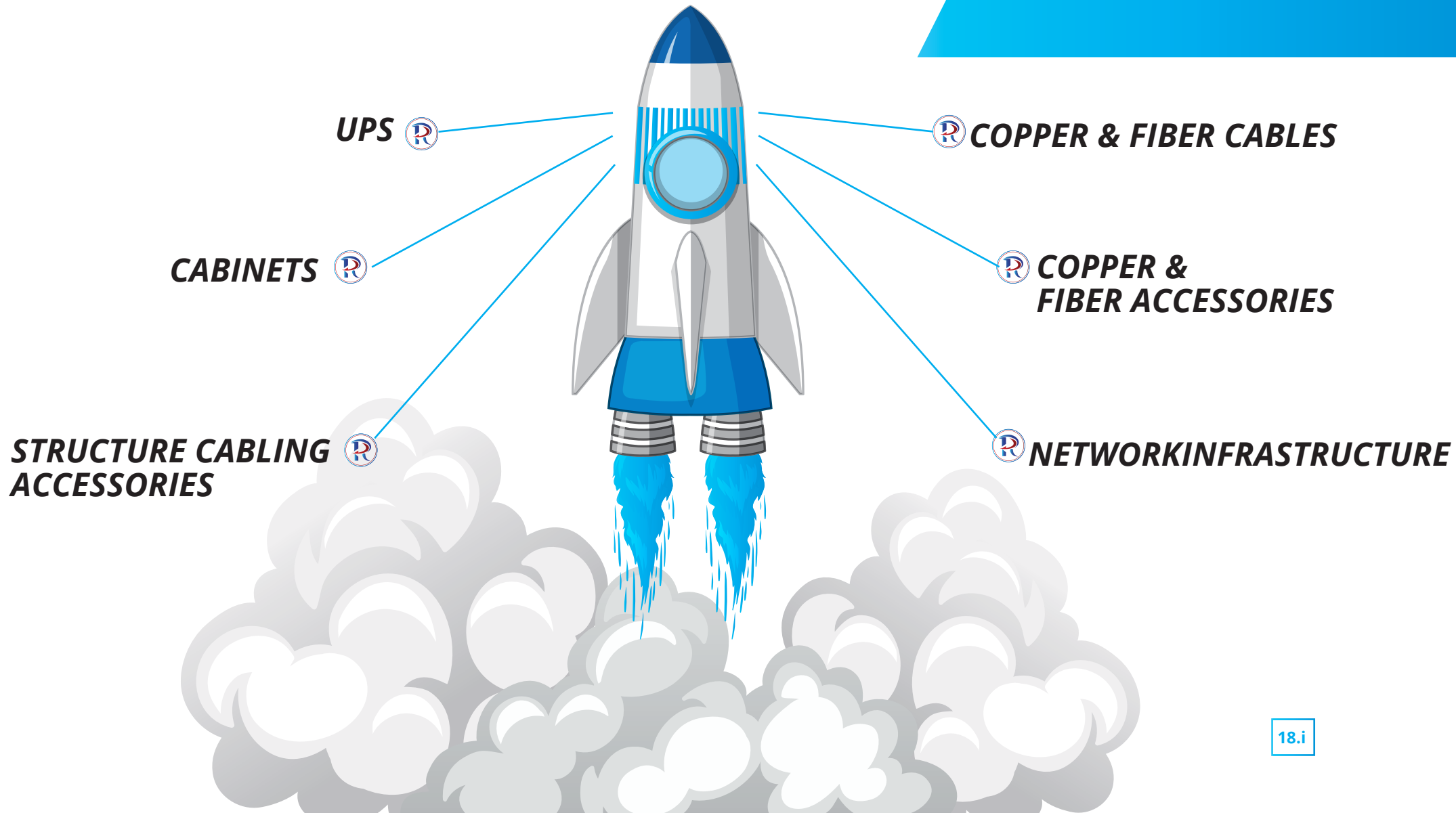
Exterity is a market-leading provider of IP video and digital signage technology that helps organizations to harness the power of video to communicate, educate and entertain. Our end-to-end IPTV and digital signage solutions enable you to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via your existing network. From corporate, finance and education, to hospitality, remote facilities, stadiums and healthcare, Exterity has global expertise in delivering complex, proAV solutions.

Customers around the globe include: BBC, NHS, Reuters, Dubai Airport, Stade Pierre-Mauroy, Sanofi, The Open, Best Western Olive Hotel Bahrain, Royal Randwick Racecourse , Phoenix TV Beijing, University College London and many



<https://www.exterity.com/>

KEY PRODUCTS



STRUCTURED CABLING

FIBER CABLES

COPPER CABLES

RACKS AND CABINETS

UPS

NETWORK ACCESSORIES

MEDIA CONVERTERS

INDUSTRIAL SWITCHES

ACTIVE COMPONENTS

IP-TV

POWER DISTRIBUTION UNITS

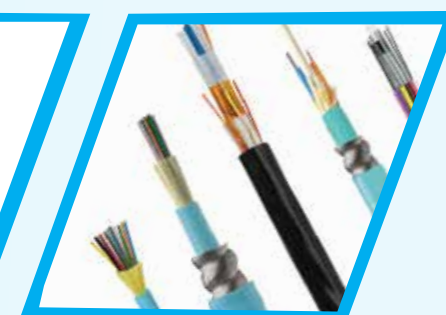
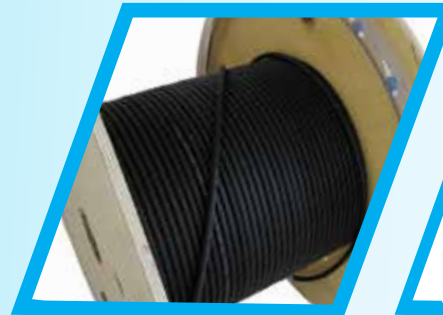
DATA CENTER SOLUTIONS

DIGITAL SIGNAGE

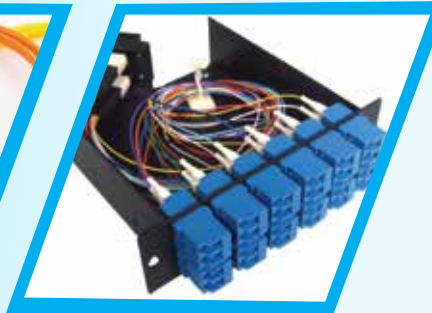
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KEY PRODUCTS



KEY PRODUCTS



Certified by ISO



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Our reach also extends to the other parts of the Middle East to meet the needs
of our consumers.