

The logo for SAFA, featuring the letters 'SAFA' in a bold, blue, sans-serif font. The letter 'A' is stylized with a light blue and white gradient.

SAFAA AL BASIRA

شركة صفاء البصيرة

Telecommunications & Technology Infrastructure

Company Profile





About Us

Safaa Al Basira Company is a Saudi company specialized in the installation and maintenance of telecommunications infrastructure, headquartered in Riyadh.

Since our founding, we have been committed to delivering the highest level of service to our customers, and we continually strive to grow as an outstanding company in the Saudi market. We take pride in mastering our craft and developing innovative solutions that meet our customers' needs, with the utmost commitment and efficiency.



Our Vision

We aspire to be our customers' first choice in telecommunications and information technology, supported by a broad customer base across the Kingdom and the Middle East.

We keep pace with the latest technologies in this fast-evolving field, and we continually develop our capabilities to stay aligned with digital transformation.

We strive to support Saudi Vision 2030 by contributing to sustainable development and innovation, serving a range of sectors such as the economy, education, healthcare and tourism.

Our Mission

We provide an integrated range of services designed to meet our customers' needs, including accurate information, specialized consulting and ongoing technical support.

We are committed to improving our customers' experience and making it easier for them to access the solutions they need, helping them achieve their personal and professional goals.

What Sets Us Apart



**Headquartered in
Riyadh**



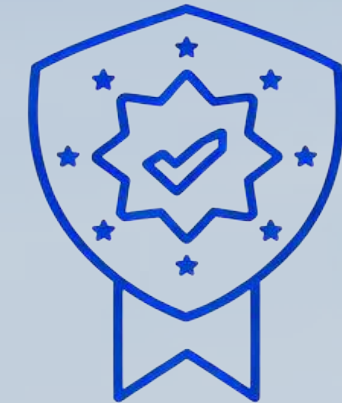
**Specialists in
marketing and
sales**



**Specialists in
telecommunications
infrastructure**



**Innovative
Saudi youth**



**Diverse
expertise**

- We believe in the power of teamwork and collaboration among all team members. We therefore work together to achieve our shared goals, with each individual contributing their experience and skills so that we always stay ahead.

- We believe in the importance of open and honest communication with our customers and our team. We work to build relationships based on trust, sharing information and clarifying processes to achieve better results.



Our Solutions

We provide an integrated portfolio of solutions covering every aspect of the telecommunications sector. We install and maintain infrastructure (fiber optics, digital subscriber lines (DSL), indoor and outdoor cabling, and managed services), and we carry out electrical systems works (medium- and high-voltage cables, smart electricity meters, and uninterruptible power supply systems).

We also provide smart communication, surveillance and security systems (CCTV cameras, networking, IP telephony, video conferencing, and smart home solutions).

In addition, we offer telecom sales solutions for the business and individual segments across the Kingdom's mobile network operators.

We also deliver highly efficient project management services, as well as comprehensive fire protection systems, including extinguishers, pumps, and detection and alarm devices.

Excavation and Backfilling Works

We excavate roads to specified dimensions, with backfilling carried out upon completion of excavation works, in accordance with engineering specifications and drawings and the standards set in the Kingdom of Saudi Arabia.





Telecommunications Infrastructure:

We handle the execution of all related works including the installation and maintenance of telecommunications towers, as well as the cladding and protection of metal structures utilizing a specialized, qualified technical team with extensive experience in the field. We adhere to the highest professional quality standards, applying the latest engineering recommendations and practices to ensure project excellence and achieve peak performance and sustainability.



Telecommunications Infrastructure:

- **Fiber Optic Installation Services**

Our qualified, specialized teams deliver all fiber optic and digital subscriber line (DSL) installation services quickly, accurately and effectively, across all locations.

We also carry out the construction of new cabinets, including setting up the cabinets and arranging and distributing all indoor and outdoor cables in a professional manner that meets the required standards.

We perform pulling and splicing of indoor cables and network cables through specialized technicians, and we build or rehabilitate deteriorated network cables across the Kingdom, including the networks of Saudi Telecom Company, Dawiyat, Mobily and Al Salam Telecom (formerly Integrated Telecom).



Telecommunications Infrastructure:

- **Managed Services**

Managed services are a set of services delivered over telecommunications networks and managed centrally by service providers. They typically include network management and maintenance, technical support services, and more.

The purpose of these services is to improve performance and efficiency and to reduce costs for companies, allowing them to focus on their core activities rather than managing technology infrastructure.



Telecommunications Infrastructure:

- **Electrical Systems Works**

The Company has extensive experience in installing medium- and high-voltage cables, in addition to carrying out civil works in accordance with engineering drawings and plans.

We also provide a diverse range of electrical works, for example:

- Supply and installation of smart electricity meters
- Uninterruptible power supply (UPS) systems
- Electrical switchgear
- Voltage regulators



Smart Communication, Surveillance and Security Systems

We offer a range of smart, advanced services covering communication and remote surveillance systems:

- Surveillance systems and long-range cameras
- General networking systems
- Cisco systems
- IP telephony systems
- Video conferencing systems
- Internet TV (IPTV) systems
- Smart home solutions
- Home theater and audio/video solutions
- Fiber Optic Satellite Dish Farm Systems



A professional sales team is the beating heart of a company striving for success. At our company, we carefully select our team members to achieve results that exceed expectations.

Telecom Sales Solutions

We take pride in having a team of experts with the skills, knowledge and experience needed to market your products and services with the highest levels of efficiency and professionalism, helping you reach your target audience effectively. We provide field sales and remote sales services across all segments, covering both individual and business sales, for all mobile network operators within the Kingdom of Saudi Arabia.

The main difference between the Business Division and the Individuals Division lies in the type of customers and the specific needs of each segment. The Business Division focuses on delivering advanced, customized solutions to support commercial activities, while the Individuals Division focuses on providing essential telecommunications services that meet everyday needs. At our company, we have the capability to deliver the best results for both.



Integrated telecom solutions that grow with your business, backed by flexible contracts and fast, reliable technical support.

Telecom Sales Solutions

- **Business Division**

- Target customers: All categories of companies and institutions, whether small, medium or large.
- Needs: This segment requires integrated telecom solutions that support its operations, such as high-speed internet circuits, telecom SIM cards and unified numbers, hosting services, and other services.
- Contracts: Companies typically enter into long-term contracts with service providers, which may require special customizations based on their needs.
- Technical support: Specialized technical support services are provided to help resolve technical issues quickly and efficiently, as any service interruption may affect business operations.



Essential telecom services for individuals and families, with flexible short-term contracts and 24/7 technical support.

Telecom Sales Solutions

- **Individuals Division**

- Target customers: Individuals and families.
- Needs: This segment focuses on essential telecom services such as mobile phones, home internet services, 4G and 5G mobile routers, and smart TV services.
- Contracts: Contracts are typically short-term, such as monthly subscriptions, with flexible options for changes or cancellation.
- Technical support: Support is usually more general in nature, handling a large volume of inquiries and issues that the average user may encounter.



Project Management

Project management is the process of planning, executing and monitoring projects to achieve specific objectives within defined constraints such as time, budget, resources, and contractual terms and conditions. Its aim is to organize and coordinate all aspects of a project to ensure the desired results are delivered efficiently and effectively.

The Importance of Project Management

- Ensuring that defined objectives are achieved efficiently
- Identifying potential risks and planning to address them
- Using resources effectively and avoiding waste
- Improving coordination and communication among different work teams

A detailed view of a fire protection system in a dark, industrial setting. The system features a network of blue-painted pipes, a central red valve assembly, and several red fire extinguishers. Glowing red lights and smoke detectors are visible on the ceiling and walls, creating a high-tech, futuristic aesthetic.

Fire Protection Systems

We provide all services and types of fire protection systems as requested by our customers, including:

- Carbon dioxide (CO₂) fire extinguishers
- Foam fire extinguishers
- Dry powder fire extinguishers
- Fire pumps
- Electric and diesel-driven jockey pumps
- Fire alarm system included
- Heat detectors
- Smoke detectors
- Carbon monoxide detectors
- Multi-sensor detectors

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