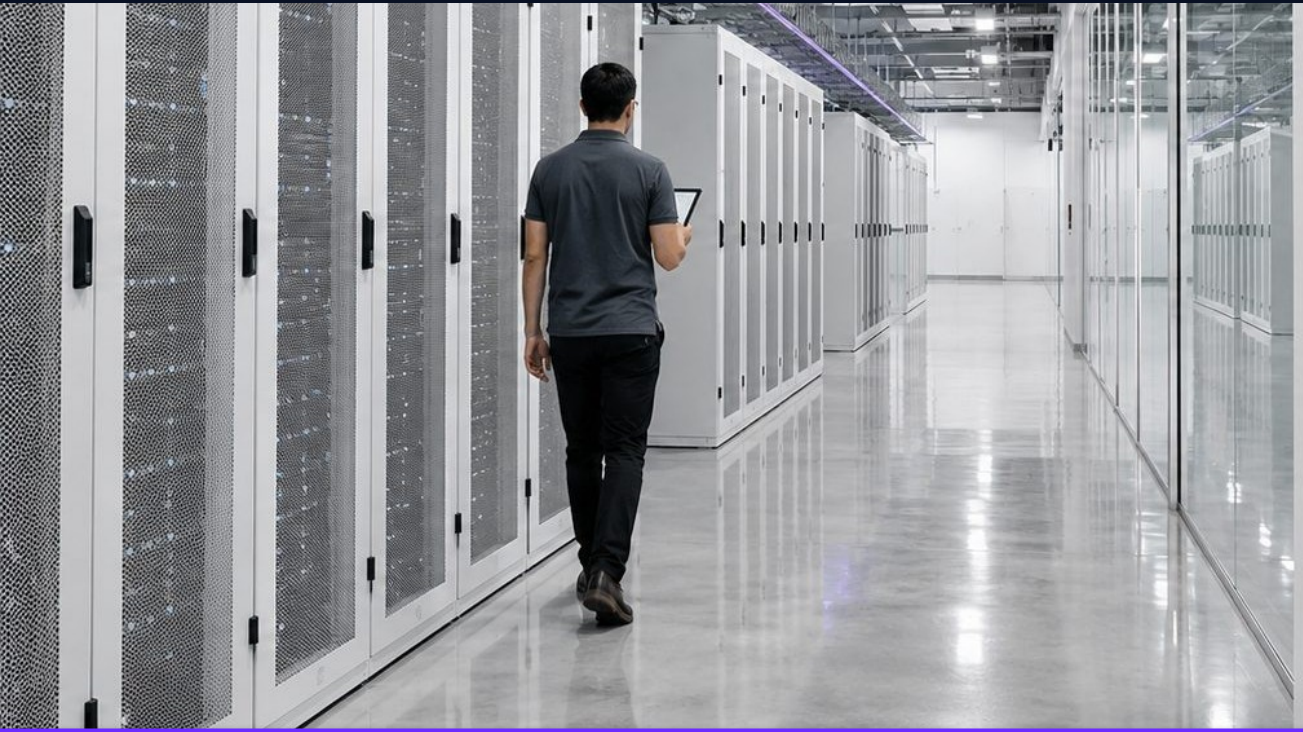




ENGINEERING, TECHNOLOGY AND SYSTEM INTEGRATION

Technology that works. One partner accountable.

MASX Technology, formerly GEPCOM Technologies, is an ICT, ELV and system integration company providing infrastructure, critical power, cybersecurity, physical security, cloud, business systems, automation and managed technology services.

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A single accountable technology partner

MASX Technology, formerly GEPCOM Technologies, is an ICT, ELV and system integration company providing infrastructure, critical power, cybersecurity, physical security, cloud, business systems, automation and managed technology services. Established in 2013, MASX serves organisations and institutions across banking, telecommunications, government and enterprise as a single accountable system integrator across the full technology lifecycle, with deep practice in enterprise ICT and ELV environments.

MASX supports customers across regional and international markets through a distributed delivery and support model. The company designs, supplies, builds, integrates, operates and supports the technology environments on which organisations depend. Its engineering practice covers servers, virtualisation, storage, data centres, networking, structured cabling, cybersecurity, ELV and integrated building technology, critical power, UPS systems, batteries, cabinets, physical security, communications and managed services.

Engagements begin with the business requirement rather than a product catalogue. MASX acts as technology consultant, solution architect, system integrator, implementation partner and long term support provider, with each engagement continuing after handover through managed services and annual maintenance.



Engineering discipline, business outcomes

VISION

To be the technology integrator organisations trust when their systems have to work, remain secure and continue evolving.

MISSION

To design, build and operate technology that makes organisations more intelligent, secure, connected, resilient and easier to manage.

Accountability

One accountable partner owns the outcome.

Engineering discipline

We design before we supply and test before we hand over.

Honest advice

We recommend what fits the requirement rather than what fills a catalogue.

Continuity

We plan for the years after go live.

Craft

We build and run our own software and AI platforms, so our advice comes from practice, not brochures.

Respect

We respect the customer's time, budget, data, people and operational reality.

A message from the CEO



MASX was built on a simple conviction: organisations deserve a technology partner who stays accountable from the first conversation to the years after handover. Since 2013, we have designed, built, and supported the systems our clients depend on every day, the infrastructure, communications, and digital platforms that carry their work without drawing attention to themselves.

We serve organisations and institutions across banking, telecommunications, government, and enterprise, and we have learned that trust is earned quietly: through honest advice, disciplined engineering, and engagements that continue long after the project is complete.

To our clients and partners, thank you for the confidence you place in us. To our team, thank you for the craft and care you bring to every commitment. Our promise remains unchanged: we design before we supply, we test before we hand over, and we remain present for the years after go-live.

Mamoon Alkhatib

Founder & CEO, MASX Technology

Why organisations choose MASX

01 Single point of responsibility

One contract and one point of contact cover assessment, design, supply, implementation, integration and long-term support, with ownership defined from first assessment to handover and integrated support continuing after go-live.

02 Engineering-led delivery

Engagements begin with discovery and site assessment, proceed through architecture design and product selection against documented requirements, and conclude with testing, documentation and operational readiness. Nothing is scoped in isolation, and nothing is handed over untested.

03 Vendor-neutral technology selection

Solutions draw on established global manufacturers across infrastructure, security, power and software. Products are specified for fit against the stated requirement rather than sales convenience.

04 Support beyond go-live

Remote and onsite assistance, preventive and corrective maintenance, and annual maintenance contracts keep delivered systems in service after handover, with health, capacity and lifecycle guidance provided as part of ongoing support.

05 Multi-domain delivery record

Delivery has spanned enterprise infrastructure, cybersecurity and physical security, critical power, business systems and digital platforms, across the UAE, the wider GCC and selected international markets.

06 Outcome-defined scope

Work is scoped against availability, security, operational continuity, user experience, lifecycle cost and measurable business value, rather than against a product catalogue.



PRACTICE 01

Integration & Consulting

A technology estate is only as strong as the way its parts work together. We design the environment, not the isolated box, and before you spend, migrate or expand, we give you a clear, independent picture of where you are and what the change is worth.

03 System Integration Approach

04 Technology Consulting and Advisory

03 System Integration Approach

A technology estate is only as strong as the way its parts work together. We design the environment, not the isolated box.

Every engagement follows the same disciplined path, so nothing is scoped in isolation and nothing is handed over untested.

Our integration scope can combine compute, storage, networks, cloud, cybersecurity, CCTV, access control, communications, critical power, business applications and automation, specified as one environment.

ASSESS

- Business requirements
- Current environment, risks and constraints
- Users, sites and critical services

DESIGN

- Architecture and scope
- Capacity and resilience
- Security and integration
- Support and lifecycle plan

DELIVER

- Supply and configuration
- Installation and migration
- Integration and testing
- Documentation and training

OPERATE

- Monitoring and support
- Maintenance and renewals
- Incident response and continuous improvement

Ask us how we phase a live-environment refresh so the business keeps running while the platform changes underneath it.

04 Technology Consulting and Advisory

Before you spend, migrate or expand, you need a clear picture of where you are and what the change is worth. We provide it, independently.

TECHNOLOGY STRATEGY

- Infrastructure and cloud roadmaps
- Cybersecurity and resilience planning
- Application and business-systems planning
- AI and automation opportunity assessment
- Technology standardisation

COMMERCIAL AND PROJECT SUPPORT

- Requirements and scope definition
- Bill-of-quantities review
- Vendor and platform evaluation
- Technical proposal and bid support
- Budget and total-cost review

ASSESSMENT AND AUDIT

- Current-state, performance and capacity
- Security and access
- Backup and recovery
- Operational-risk and lifecycle reviews

ARCHITECTURE AND GOVERNANCE

- High-level and low-level design
- Implementation sequencing
- Risk and change control
- Documentation and handover standards
- Support and escalation model

Ask us to turn a vendor quote into a bill of quantities you can defend to your board.



PRACTICE 02

Infrastructure & Cloud

Downtime usually starts in the physical layer, power, cooling, cabling, space. We engineer that foundation so the rest of the estate can be trusted, and we size compute, storage and cloud to the workload, not the brochure.

- 05 Data Centres, Server Rooms and Physical Infrastructure
- 06 Servers, Storage and Virtualisation
- 07 GPU and AI Infrastructure
- 08 Cloud, Backup and Business Continuity
- 09 Enterprise Networking and WiFi
- 10 Structured Cabling and Fibre Infrastructure

05 Data Centres, Server Rooms and Physical Infrastructure

Downtime usually starts in the physical layer, power, cooling, cabling, space. We engineer that foundation so the rest of the estate can be trusted.

DESIGN

- Compute, storage and network layout
- Rack and cabinet planning
- Power and UPS architecture
- Structured cabling and fibre
- Environmental and monitoring requirements

IMPLEMENTATION

- Equipment installation and assembly
- Rack elevation and labelling
- Cabling and patching
- Power and network integration
- Testing and handover

RACKS AND CABINETS

- Server and network cabinets
- Wall-mounted cabinets
- Power distribution units
- Cable management and accessories
- Custom cabinet requirements

OPERATIONAL READINESS

- Asset and port documentation
- Capacity and expansion planning
- Health and risk assessment
- Preventive maintenance planning
- Modernisation roadmap

Ask us how we document every port and asset so the next engineer does not have to guess.

06 Servers, Storage and Virtualisation

Your applications and data need compute that performs today and grows without a rebuild tomorrow. We size it to the workload, not the brochure.

SERVER PLATFORMS

- Rack, tower and blade servers
- Application and database servers
- File and domain services
- GPU-capable servers
- Sizing and configuration

STORAGE AND DATA PROTECTION

- SAN, NAS and direct-attached storage
- Backup appliances and repositories
- Replication and high availability
- Retention and recovery planning
- Capacity and lifecycle management

VIRTUALISATION

- VMware ESXi and virtual machines
- Cluster and resource planning
- Workload consolidation
- Migration and modernisation
- Backup and disaster-recovery integration

CORE SERVICES

- Active Directory and domain controllers
- DNS, DHCP and file services
- Application and database environments
- Monitoring and remote management
- Patch and configuration management

Ask us to walk through where consolidation removes cost from licences, power and rack space.

07 GPU and AI Infrastructure

AI workloads fail when they are pointed at general-purpose hardware. We design the compute, memory, storage, network and power around the specific job.

GPU and AI infrastructure is designed against validated workload, performance, security, availability and budget requirements, not assumed demand.

GPU COMPUTE

- Server sizing and architecture
- Workload and capacity assessment
- Compute, memory and storage planning
- Network and power requirements
- Scalable deployment design

PRIVATE AI INFRASTRUCTURE

- Dedicated AI environments, on-premises or hosted
- Model-serving and inference architecture
- Secure access and workload separation
- Monitoring and operational support

DATA AND STORAGE

- High-throughput storage
- Data ingestion and retrieval
- Backup and retention
- Performance monitoring
- Lifecycle and growth planning

INTEGRATION

- AI platforms and applications
- Enterprise knowledge systems
- APIs and automation
- Security and identity controls
- Hybrid-cloud connectivity

Ask us what it takes to run a private model on your own data without sending it outside your control.

08 Cloud, Backup and Business Continuity

Continuity is decided before the incident, not during it. We design cloud, backup and recovery around how critical each service is and how fast it must return.

CLOUD ARCHITECTURE

- Public, private and hybrid cloud
- Microsoft Azure and AWS environments
- Workload migration and modernisation
- Identity and network integration
- Cost and capacity planning

HOSTING AND VIRTUAL INFRASTRUCTURE

- Virtual private servers
- Virtual data-centre environments
- Application and database hosting
- Storage and backup services
- Monitoring and administration

BACKUP AND RECOVERY

- Server and endpoint backup
- Cloud and offsite backup
- Retention and immutability options
- Recovery procedures and testing
- Backup-health monitoring

BUSINESS CONTINUITY

- High-availability planning
- Disaster-recovery architecture
- Recovery-time and recovery-point objectives
- Critical-service prioritisation
- Documented response planning

Ask us how we set recovery targets per service instead of one number that fits nothing.

09 Enterprise Networking and WiFi

Every other service rides the network. We make it secure, segmented and manageable, so performance is predictable and faults are contained.

SWITCHING AND ROUTING

- Core, distribution and access switching
- Routing and branch connectivity
- VLANs and segmentation
- Redundancy and high availability
- Quality of service

ENTERPRISE WIFI

- Indoor and outdoor wireless
- Site surveys and coverage planning
- Capacity and roaming design
- Guest and corporate access
- Controller- or cloud-managed wireless

WAN AND MULTI-SITE

- Internet and branch connectivity
- Site-to-site VPN
- SD-WAN where applicable
- Remote access and secure connectivity
- Performance and resilience planning

OPERATIONS

- Network monitoring
- Configuration and backup
- Firmware and lifecycle management
- Fault diagnosis and optimisation
- Documentation and support

Ask us how we keep guest and corporate traffic apart without doubling your hardware.

10 Structured Cabling and Fibre Infrastructure

Cabling is the cheapest part of the build and the most expensive to fix later. We design, install and document it so the foundation outlasts the equipment above it.

COPPER CABLING

- Cat6, Cat6A and Cat7
- Data, voice and device connectivity
- Patch panels and outlets
- Pathway and containment coordination
- Testing and labelling

FIBRE INFRASTRUCTURE

- Backbone and inter-building fibre
- Single-mode and multimode
- Termination and patching
- Fibre distribution and enclosures
- Testing and documentation

FTTH AND CAMPUS CONNECTIVITY

- Fibre to the home and building
- Campus and multi-building backbones
- Telecommunications-room integration
- Network-cabinet integration
- Expansion and capacity planning

PROFESSIONAL DELIVERY

- Site survey and design
- Bill of quantities
- Installation and testing
- As-built documentation
- Maintenance and remediation

Ask us how as-built documentation lowers the cost of every future change.



PRACTICE 03

Security, ELV & Critical Power

Security cannot be bolted on after go-live. We coordinate protection across network, identity, cloud, endpoints and the building itself as one posture, and we engineer power continuity as a load, an environment and a required backup time.

- 11 Cybersecurity and Secure Access
- 12 ICT and Integrated ELV Solutions
- 13 CCTV, Video Analytics and Security Management
- 14 Access Control, Identity and Physical Security
- 15 Critical Power and UPS Systems
- 16 UPS Maintenance, Repair and Battery Services

11 Cybersecurity and Secure Access

Security cannot be bolted on after go-live. We coordinate protection across network, identity, cloud, endpoints and email as one posture.

NETWORK SECURITY

- Next-generation firewalls
- Intrusion prevention
- Web and content filtering
- Application control
- Segmentation and secure zones

IDENTITY AND ACCESS

- Multi-factor authentication
- Role-based access control
- Privileged access management
- Secure remote access
- Directory and identity integration

ENDPOINT AND EMAIL SECURITY

- Endpoint protection and EDR
- Email security and anti-phishing
- Patch and configuration hardening
- Device access control
- Security monitoring

SECURITY OPERATIONS

- Logging and monitoring
- Vulnerability assessment
- Policy and baseline reviews
- Incident response support
- Security awareness support

Ask us which controls close your biggest exposure first, the honest answer is rarely the most expensive one.

12 ICT and Integrated ELV Solutions

Building and communication systems are only reliable when they sit on a sound technology foundation. We integrate them as one.

ICT INFRASTRUCTURE

- Enterprise networking
- Servers and storage
- Wireless and mobility
- Data-centre infrastructure
- Cloud and hosting

COMMUNICATION SYSTEMS

- IP telephony and PABX
- Intercom and paging
- Public-address systems
- SMATV and IPTV
- Digital signage

AUDIO VISUAL

- Meeting and conference rooms
- Video-conferencing systems
- Display and presentation systems
- Control and automation
- Auditoriums and training spaces

SPECIALIST BUILDING SYSTEMS

- Queue management
- Clock and master-clock systems
- Gate and barrier integration
- Building-technology integration
- ELV-to-ICT coordination

Ask us how we put AV, signage and queue systems on your network without opening security holes.

13 CCTV, Video Analytics and Security Management

Cameras only earn their cost when they see the right thing, record it reliably and alert the right person. We engineer the whole chain.

VIDEO SURVEILLANCE

- IP camera systems
- Indoor, outdoor and specialist cameras
- Recording and management platforms
- Control-room and monitoring integration
- Multi-site surveillance

AI VIDEO ANALYTICS

- People and vehicle analytics
- Perimeter and intrusion detection
- Number-plate recognition
- Face-related analytics where required
- Behaviour and operational analytics

STORAGE AND RETENTION

- Recording servers and storage
- Retention-period planning
- Redundancy and failover
- Archive and evidence management
- Capacity and lifecycle management

LIFECYCLE SERVICES

- Site survey and design
- Installation and commissioning
- Integration with access and alarm
- Documentation and training
- Maintenance and support

Ask us how we size retention from your compliance requirement, not from a default 30 days.

14 Access Control, Identity and Physical Security

We make access role-based, auditable and integrated with the rest of your security, people, doors, vehicles and secure areas.

ACCESS CONTROL

- Enterprise access-control platforms
- Door controllers and readers
- Card and credential systems
- Multi-site access management
- Lift and floor control

VEHICLE AND PERIMETER ACCESS

- Gate and barrier systems
- Long-range vehicle identification
- Intercom and entry panels
- Pedestrian access and turnstiles
- Perimeter and intrusion integration

BIOMETRICS AND IDENTITY

- Fingerprint and face terminals
- Time and attendance integration
- Identity and card management
- Visitor management
- Secure-area policies

INTEGRATION AND SUPPORT

- CCTV and alarm integration
- HR and directory integration
- Audit and reporting
- Documentation and training
- Maintenance and AMC support

Ask us how we map access rights to roles so leavers and movers stop being a manual clean-up.

15 Critical Power and UPS Systems

Power continuity is not a box purchase. It is a load, an environment and a required backup time. We engineer all three.

UPS SOLUTIONS

- Line-interactive UPS
- Online double-conversion UPS
- Modular UPS systems
- Rack-mounted UPS
- Single- and three-phase UPS

SUPPLY AND INSTALLATION

- Delivery and placement
- Electrical integration
- Battery installation
- Testing and commissioning
- Documentation and labelling

ENGINEERING AND SIZING

- Load assessment
- Runtime and autonomy design
- Battery sizing and configuration
- Redundancy and scalability
- Power-quality assessment

MONITORING AND READINESS

- Monitoring and alerts
- Load and battery health
- Runtime verification
- Preventive planning
- Expansion and replacement guidance

Ask us to verify your autonomy with a real load test, not a datasheet assumption.

16 UPS Maintenance, Repair and Battery Services

A UPS that is not maintained is a false sense of safety. We keep critical power tested, documented and ready.

PREVENTIVE MAINTENANCE

- Scheduled inspections
- Functional and load testing
- Battery health checks
- Firmware and configuration review
- Thermal and environmental checks

CORRECTIVE MAINTENANCE

- Fault diagnosis
- Component and module repair
- Battery replacement
- Configuration and settings recovery
- Post-repair testing

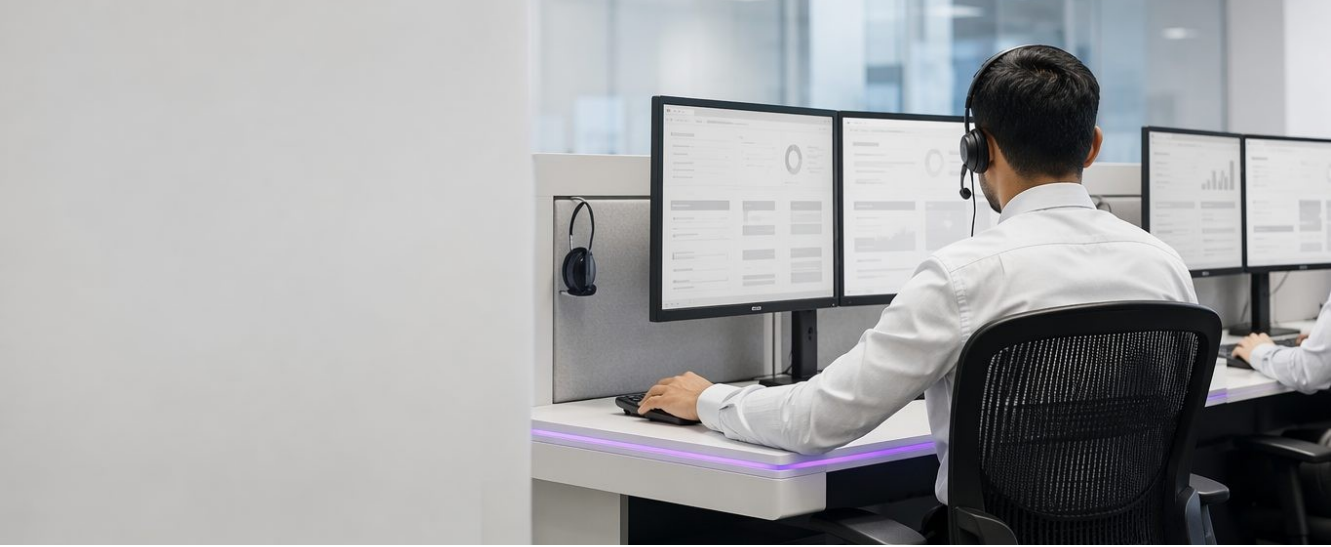
BATTERY SERVICES

- Battery testing and discharge tests
- Battery replacement and disposal coordination
- String and cabinet configuration
- Runtime verification
- Battery documentation

ANNUAL MAINTENANCE CONTRACTS

- Preventive and corrective coverage
- Remote and onsite support
- Priority response options
- Health reporting
- Replacement and upgrade planning

Ask us how a scheduled discharge test changes the conversation before the real outage does.



PRACTICE 04

Managed Services & Business Systems

Reliable operations should not require you to keep every specialist in-house. We run the day-to-day as a process, not a scramble, and we implement business applications around your processes, not the other way round.

- 17 Managed IT Services and AMC
- 18 ERP, CRM and Business Systems
- 19 Call Centre, Telephony and Customer Communications
- 20 Software, Web, Mobile and Ecommerce

17 Managed IT Services and AMC

Reliable operations should not require you to keep every specialist in-house. We run the day-to-day so your team can focus on the business.

MANAGED INFRASTRUCTURE

- Server and storage administration
- Network and firewall management
- Cloud and hosting management
- Monitoring and alerting
- Preventive maintenance

SERVICE MANAGEMENT

- SLA-driven support
- Incident and problem management
- Change and patch management
- Asset and configuration records
- Health and service reporting

USER AND WORKPLACE SUPPORT

- Helpdesk and service desk
- End-user support
- Device provisioning and support
- Email and collaboration support
- Onsite and remote assistance

LIFECYCLE MANAGEMENT

- Renewals and replacements
- Capacity and performance review
- Security and compliance review
- Upgrade and modernisation planning
- Budget and lifecycle forecasting

Ask us what changes in month one when your IT is run as a process, not a scramble.

18 ERP, CRM and Business Systems

Business applications earn their keep when they give you visibility and control, not more screens. We implement them around your processes.

ODOO

- Implementation and configuration
- Accounting and finance
- Sales, CRM and purchasing
- Inventory and operations
- Website and ecommerce integration

ZOHO

- Zoho CRM
- Zoho Books
- Zoho One
- Workflow automation
- Integration and reporting

MICROSOFT BUSINESS PLATFORMS

- Microsoft 365
- Exchange and collaboration
- SharePoint and document management
- Identity and access
- Migration and administration

IMPLEMENTATION SERVICES

- Requirements and process mapping
- Configuration and customisation
- Data migration
- Training and adoption
- Ongoing support

Ask us to map your actual process first, the platform choice gets much easier after that.

19 Call Centre, Telephony and Customer Communications

Every customer conversation should reach the right person with the right context, voice, messaging and service workflows connected.

IP TELEPHONY AND PABX

- IP-PBX platforms
- Phones and endpoints
- SIP trunking
- Call recording
- Multi-branch telephony

CALL CENTRE

- Automatic call distribution
- IVR and self-service
- Queue and agent management
- Reporting and analytics
- CRM and ticketing integration

WHATSAPP BUSINESS

- Business communication setup
- Automated responses and workflows
- Customer-service messaging
- Templates and campaigns
- CRM and support integration

SMS AND OMNICHANNEL

- Bulk SMS and notifications
- Customer alerts
- Ticketing and case management
- Omnichannel engagement
- Escalation and follow-up workflows

Ask us how we route a customer from WhatsApp to the right agent with their history already open.

20 Software, Web, Mobile and Ecommerce

Digital platforms should mirror how your business actually works. We engineer them around your processes, customer journeys and operations.

CUSTOM APPLICATIONS

- Business web applications
- Internal portals and dashboards
- Workflow and approval systems
- Integration and APIs
- Reporting and analytics

ECOMMERCE AND MARKETPLACE

- Magento-based stores
- Custom ecommerce platforms
- Marketplace and online selling
- Payment and logistics integration
- Product and order management

WEBSITE AND DIGITAL EXPERIENCE

- Corporate websites
- Customer portals
- Content-managed websites
- Performance and security hardening
- Hosting and maintenance

ENGINEERING AND OPERATIONS

- Mobile applications
- UX and interface design
- Testing and quality assurance
- Deployment and DevOps
- Ongoing support and enhancement

Ask us to show you the admin side before the homepage, that is where a platform earns its cost.



PRACTICE 05

AI & Digital Transformation

The speed of AI without handing protected decisions to a black box, automation that moves faster while your data and your decisions stay under your control. And transformation as a controlled sequence, not a leap.

-
- 21 AI Business Operations and Automation
 - 22 Digital Transformation and Product Engineering
 - 23 Digital Experience and Communication Services
-

21 AI Business Operations and Automation

Most organisations want the speed of AI without handing protected decisions to a black box. MASX designs and implements governed AI assistants, enterprise knowledge systems, workflow automation and operational intelligence solutions around approved company information, defined access rights and human controlled decision processes.

Delivered as a solution capability shaped to each environment rather than a fixed off-the-shelf product, the result is a governed layer that sits over your approved company knowledge and workflows and acts only within boundaries you define. For a bank, a hospital or a government entity, that means the benefit of AI without sending sensitive data outside your control or letting a system act where a person must decide.

KNOWLEDGE AND SEARCH GROUNDED IN YOUR DOCUMENTS

- Company documents, policies, services and product knowledge
- Customer and employee assistance
- Responses traced back to their sources
- Governed by role-based access

WORKFLOW AUTOMATION

- n8n and API integration
- Notifications and approval alerts
- Document and data processing
- CRM, ERP and service-workflow automation

AI ASSISTANTS

- Customer service
- Employee knowledge
- Sales and quotation follow-up
- Technical support
- Management summaries and insights

BUSINESS INTELLIGENCE

- Operational reporting
- Customer and sales analysis
- Exception and risk identification
- Management dashboards
- Recommended actions with follow-up

Governance, deployment and GetMASX

GOVERNANCE BY DESIGN

- Human approval mandatory for protected actions, the system prepares and recommends; people decide and release
- Responses grounded in approved knowledge with source traceability, so any answer can be checked
- Role-based access controls who can ask what; management remains accountable for protected decisions

DEPLOYED TO YOUR CONSTRAINTS

- Private or offline for data-sensitive and regulated environments
- Cloud or hybrid where they fit
- Matched to your data-residency, security and connectivity requirements, never forced into one model

FUTURE PLATFORM

GetMASX

An AI aggregator workspace being developed for users and enterprises, bringing development tools, media generation, AI models, APIs and operational workflows into one connected environment.

www.getmasx.com

Ask us to show a single answer traced back to your own policy document, with the decision still in a person's hands.

22 Digital Transformation and Product Engineering

Transformation fails as a leap. We take it as a controlled sequence, assess, prove, build, adopt, so each step earns the next.

TRANSFORMATION PLANNING

- Business and technology assessment
- Process and customer-journey review
- Priority and value definition
- Target architecture and roadmap
- Budget and implementation phases

PROTOTYPE AND PROOF OF CONCEPT

- Experience and workflow prototypes
- Technical-feasibility validation
- Integration testing
- Controlled demonstrations
- Evidence for investment decisions

MVP AND PRODUCT DEVELOPMENT

- Product requirements
- UI and UX design
- Software architecture
- Front-end and back-end development
- Testing and launch readiness

OPERATIONAL ADOPTION

- Data and workflow migration
- User acceptance and training
- Monitoring and support
- Performance and adoption review
- Continuous improvement

Ask us how a proof of concept can retire a risky assumption before you fund the full build.

23 Digital Experience and Communication Services

Delivered through MASX Digital Hub, this team supports the communication layer of the technology environments we build, so capability is explained as clearly as it is engineered.

CORPORATE BRAND AND DESIGN

- Corporate-identity support
- Company profiles and presentations

DIGITAL CONTENT AND COMMUNICATION

- Corporate and technical content
- Product and service storytelling

MEDIA PRODUCTION

- Corporate video
- Product demonstrations

DIGITAL MARKETING SUPPORT

- Campaign planning
- Landing pages

UI AND UX FOR SOFTWARE AND DIGITAL PLATFORMS

- Interface and experience design
- Platform usability

CUSTOMER EXPERIENCE AND CAMPAIGN ASSETS

- Sales and campaign materials
- Audience engagement assets

www.masxdigitalhub.com

Sector patterns, reusable

Where availability, security, customer experience and operational control matter, the cost of getting technology wrong is high. That is where we work.

Government and public services

Service centres, secure infrastructure, customer flow and communications, digital services and managed support.

Healthcare and education

Critical power, networks and WiFi, cybersecurity, communications and customer service, and software and support.

Banking, finance and professional services

Secure infrastructure, identity and access, customer experience, business systems, and data and reporting.

Real estate, construction and hospitality

ICT and ELV, CCTV and access control, WiFi and communications, data centres and UPS, and managed technology services.

Telecommunications and technology

Servers and virtualisation, networks and security, data centres, software and integration, and operational support.

Industrial, energy and retail

Critical power, monitoring and security, infrastructure and connectivity, business applications, and automation and analytics.

Ask us what continuity means in your sector, it is rarely the same answer twice.

25 Selected Delivery Experience

MASX Technology has experience delivering and supporting technology environments across infrastructure, security, critical power, business systems, communications and digital platforms.

Detailed references may be discussed during qualified engagements, subject to confidentiality and customer approval.

ENTERPRISE INFRASTRUCTURE

- Servers, storage, VMware virtualisation
- Active Directory, cloud services, backup
- Networking, WiFi, cabinets
- Data-centre environments

CYBERSECURITY AND PHYSICAL SECURITY

- Firewall, endpoint protection
- CCTV, AI-enabled video analytics
- Access control, biometrics, gate barriers
- Integrated security environments

CRITICAL POWER

- UPS supply, installation, commissioning
- Repair, preventive and corrective support
- Battery replacement
- Annual maintenance services

CUSTOMER AND BUSINESS SYSTEMS

- Queue management, call centre, IP telephony
- CRM, ERP, Odoo, Zoho
- SMS, customer communication
- Integrated workflows

SOFTWARE AND DIGITAL PLATFORMS

- Corporate websites, ecommerce
- Applications, customer portals
- Administration systems, integrations
- Ongoing digital operations

Ask us which of these domains is closest to the problem you are trying to solve now.

One portfolio across the whole technology estate



MASX supplies, integrates and supports enterprise technology across infrastructure, cybersecurity, critical power, communications, physical security, business platforms and digital environments.

Compute, storage and data centre

Server, storage, virtualisation and data-centre platforms sized to the workload, not the brochure.

Networking and cybersecurity

Switching, wireless, connectivity and security platforms designed and managed as one posture.

Critical power and physical infrastructure

UPS, batteries, racks, cabinets and cabling that keep the estate running through outages.

Communications, collaboration and security

Telephony, collaboration, AV, CCTV and access control for the connected workplace.

Eight families, specified for fit

Family-level ranges that MASX can supply, integrate and support, selected per project against documented requirements.



Servers, compute and GPU infrastructure

Server, compute and GPU platforms for infrastructure and AI-ready workloads.



Storage, backup and data protection

Enterprise storage arrays, backup appliances and data-protection ranges for retention and recovery.



Networking, enterprise WiFi and connectivity

Switching, routing, wireless and connectivity families from the access layer to the core.



Cybersecurity platforms and licences

Firewall, endpoint and secure-access platforms with licensing matched to the environment.



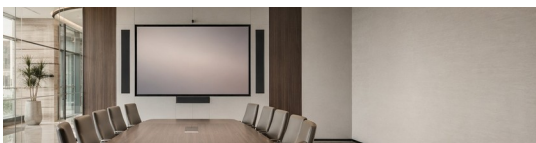
UPS, batteries and critical power

UPS systems from small office backup to enterprise and industrial critical power ranges.



CCTV, access control and physical security

Indoor and outdoor CCTV, video recording, access control and monitoring environments.



IP telephony, contact centre, video collaboration and AV

Enterprise IP telephony, unified communication, collaboration and audio-visual families.



Racks, cabinets, structured cabling, printers, scanners and card systems

Racks, cabinets, structured cabling and workplace devices including printers, scanners and card systems.

Aligned to the platforms you already run

We select technology for architecture, support, security, lifecycle and fit, not preference. The brands below are the platforms we work across.

Compute, cloud and business platforms	HPE Dell Lenovo Huawei Microsoft VMware Odoo Zoho Magento
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Networking and cybersecurity	HPE Aruba Fortinet Cisco Bitdefender ESET Kaspersky Trellix
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Security and building technology	Axis Bosch Genetec Honeywell Hanwha Idemia Pelco Suprema Thales
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Power, cabling and communications	APC Riello Tecnoware R and M Opterna Norden Yealink Qmatic
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Brand selection and commercial status are confirmed for each project against your requirements, availability and verified supplier relationships.

Ask us which platforms fit your environment, and which we would deliberately keep out.

One accountable thread

A controlled lifecycle from requirement to operating outcome, the same discipline on a server room as on an enterprise-wide programme.

01	Discover	Objectives, current environment, users, sites, systems, risks, constraints and success criteria.
02	Design	Architecture, scope, bill of quantities, security, capacity, integration, support and implementation plan.
03	Supply and build	Technology sourcing, configuration, software development, solution assembly and readiness checks.
04	Implement and integrate	Installation, migration, configuration, integration and controlled change.
05	Test and hand over	Technical validation, user acceptance, documentation, training and operational handover.
06	Operate and improve	Monitoring, support, maintenance, reporting, lifecycle management and continuous improvement.

Named ownership | Scope control | Security by design | Documentation | Handover | Support

Ask us to walk a representative engagement through these six stages so you can see how control is kept at each one.

Let Us Build a Stronger Technology Environment

If you want one partner accountable for infrastructure, security, power, cloud, software and automation, from design to support, start a conversation with us.

COMPANY	MASX Technology
HEADQUARTERS AND MANAGEMENT OFFICE	Springwood, Queensland, Australia
UAE COMMERCIAL OFFICE	Ras Al Khaimah Economic Zone, United Arab Emirates
EMAIL	info@masxgroup.com
MAIN WEBSITE	www.masxtechnology.com
ENGAGEMENT	Consult Design Supply Implement Integrate Support

MASX DIVISIONS

GetMASX

AI Aggregator Workspace

www.getmasx.com

MASX Digital Hub

Digital Experience, Media and Communication

www.masxdigitalhub.com

REGIONAL AND INTERNATIONAL PRESENCE

Australia	Brisbane, Queensland
United Arab Emirates	Dubai and Abu Dhabi
Saudi Arabia	Riyadh
Iraq	Baghdad
Syria	Damascus, Al Sham

This list reflects the MASX market and delivery presence and does not necessarily imply a physical office in every location.



MASX

One partner accountable for the
technology your organisation depends on.

COMPANY

MASX Technology

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