STME Messaging Framework

The STME messaging framework is our 'handbook' for consistent corporate communications. From the receptionist to the boardroom and sales situations – the messaging framework ensures everyone stays 'on-message' every time they are in a customer-facing situation.

The STME Brand

STME leads the field in designing innovative systems solutions and integration, driven by a commitment to technical excellence and customer satisfaction. We deliver solutions that meet customer specifications for performance, scalability and flexibility. At the same time our personnel acquire and perfect leading-edge skills and expertise.

Working with world-class manufacturers we provide business-focused solutions, with the added benefit of our in-house engineering, training and support expertise.

Our Corporate Background

Tagline

One Smart Solution

Mission Statement

To innovatively deliver state-of-the-art technology solutions that empower our customers and employees to take control, develop and grow

Corporate Vision

To be the leading provider of smart infrastructure solutions, be an invaluable partner to our customers and suppliers and to excel in offering world class professional services

Corporate Values

- Harmony: people are the company's biggest asset and they are at their best performance when working together, we will make sure we maintain the atmosphere of team spirit
- Integrity: respect, trust and honesty are the values that we hold whenever we deal with our employees, customers and partners
- Quality: our commitment to achieving technical excellence forms our responsibility to work on the quality standards and keep improving them
- Customer satisfaction: customers needs stay at the core of what we do, meeting SLA's is one thing but satisfaction is what we strive for
- Innovation: We embrace innovation to lead us towards improved performance and growth

- Empowerment: we equip our employees and partners with the right tools to empower them to take control, develop and grow

Boiler Plate

Information is vital for business, and STME's role is to help businesses of all sizes to manage, store and protect data efficiently and cost-effectively.

As a leading solutions provider and systems integrator, we work with a broad range of key technology providers to deliver solutions geared to meet clients' specific needs – so they get the performance, scalability and flexibility they need, within budgetary constraints. This approach puts information at the core of business strategy, now and into the future.

Our highly qualified engineers use best-of-breed products that integrate networked technologies, storage systems, server hardware, system software and support services to create turnkey solutions that manage growing volumes of information according to its changing value to the business.

Founded in 1982, STME established a firm grounding in storage provision, and has evolved to become a market-leading advisor on systems solutions with 14 offices in eleven countries across the Middle East. A team of dedicated and skilled professionals offers a complete service, from IT solutions design, installation and commissioning, through to training and technical support. This single-source approach allows STME to deliver real business benefits and cost-efficiencies to customers across a broad range of vertical markets.

Copy Decks

These copy decks are designed to ensure the corporate messaging is used consistently across all communications vehicles. Our Employees and partners can simply copy and paste the individual copy deck that contains the level of detail they need when describing the company to others.

50 Word Version

The Middle East's leading solutions provider through systems integration, STME uses world-class products to create flexible IT solutions that grow with your evolving business needs. Enterprises of all sizes can manage, store and protect information – their most important asset – using integrated network technology, hardware, software and support services from STME.

100 Word Version

Based on over 25 years' experience of delivering storage solutions, STME is dedicated to meeting business needs and enabling enterprises to manage and use their information more efficiently and cost-effectively.

Using proven best-of-breed technologies, STME provides corporate users of all sizes with fully-supported turnkey solutions designed to provide the flexibility and scalability businesses need as they grow.

Since its inception in 1982, STME has pioneered the implementation of groundbreaking IT infrastructure solutions, with many industry firsts to its credit.

As technology evolves, STME keeps abreast of ongoing innovations to ensure that its solutions employ the most advanced technology available.

250 Word Version

The Middle East's leading solutions provider and systems integrator, STME has established strategic partnerships with a broad range of IT system manufacturers, so it can deliver best-of-breed solutions of any scale or complexity.

Information is a key resource for any enterprise, and since STME was established in 1982, it has built on a solid foundation of storage provision to provide turnkey integrated system solutions for some of the Middle East's most important business-critical data. Acknowledged as the region's premier end-to-end enterprise IT solutions provider, STME delivers unparalleled service through a team of highly qualified solution design specialists.

Customers benefit from the fact that STME's focus is on their IT needs, so solutions are centred on key business drivers – the growth in volume of electronic information, the need for security and the changing value of information to the enterprise over time. With these factors central to service delivery, STME solutions offer optimum business value and lower cost of ownership.

Using proven best-of-breed technologies, STME provides solutions that manage, store and protect business-critical information in organisations ranging from SMEs to major multinational corporations. These strategies enable businesses to deploy solutions that have the flexibility and scalability to grow as corporate storage requirements evolve.

In a rapidly-changing business environment, STME works with customers to design and implement innovative solutions that meet their needs, now and into the future. Partnering with world-class vendors, STME is strategically placed to offer customers the broadest choice in terms of product availability, performance, reliability, scalability and cost-effectiveness, to create a multi-platform infrastructure solution.

350 Word Version

STME has built up strategic partnerships with proven world-class IT vendors, enabling it to deliver innovative and integration solutions for enterprises.

The Middle East's premier, end-to-end enterprise IT solution provider, STME's expertise is based on over 25 years' experience in this specialist field. A highly qualified and trained team of experts – based in 14 offices across eleven countries – provides unparalleled service to enterprises across the region.

The business landscape is constantly changing: the volume of electronic media has increased dramatically, data security has become a major issue, and the value of information to an enterprise changes with time. STME solutions

allow enterprises to cope with change, and use their information to its full potential, creating greater business value at lower overall cost.

Since it was formed in 1982, STME has been a prominent name in providing enterprise storage solutions in the Middle East. As the business climate has changed, STME has evolved from being a storage provider to the design and implementation of complete turnkey solutions. This focus on integration and the delivery of innovative, customised solutions, enables enterprises to capitalise fully on their most important asset – information.

STME works closely with customers to implement robust business strategies, and design, build and deploy enterprise-level solutions. This is achieved by partnering with a broad range of global enterprise vendors. As a result of these partnerships, STME is ideally placed to offer customers the most comprehensive choice in terms of availability, performance and reliability. Designed-in scalability ensures that solutions will grow with the customers' evolving storage requirements, and a key priority is delivering solutions on-time and within budget.

Because it is not tied to any one vendor, STME can ensure that it keeps abreast of the latest technological innovations and trends, and guarantee that strategies meet customers' needs completely.

STME's team of skilled specialists designs, implements and supports all enterprise storage strategies, enabling the company to deliver tangible business benefits and cost savings to companies across a broad range of vertical markets. In-depth experience and expertise enables STME to work in all major computing environments, and seamlessly integrate into business-critical applications.

Strategic Information

Solutions Overview Statement

The business landscape is changing all the time. The volume of electronic information generated – and the requirement for storage – is increasing all the time. Rapid and ongoing technological innovation means performance benchmarks are being constantly updated. Data security is an increasingly important issue for IT professionals.

You can meet these and other challenges with proven, cost-effective solutions from STME. Information is your most important asset, and STME allows you to capitalise on this data and get the most value from it at every stage of its lifecycle. This way information translates into business profitability.

Whether you are an SME or a major multinational corporation, STME gives you the power to meet your business challenges. Using over 25 years' experience in system integration and storage, we bring together products from key vendors and our own design, engineering and support expertise, to create complete turnkey solutions.

Whatever vertical market you are in, you can realise the true value of your information – and enjoy real business benefits.

Services Positioning Statements

Overview

Backed by STME's expertise, you can achieve your business goals and derive all the business benefits of an effective IT infrastructure. Services available range from assessing your current position and identifying targets, to implementing and managing your new infrastructure, training staff and providing full technical support.

Consulting Services

STME understands your business issues, and can develop an effective strategy to help you address them. A team of skilled and experienced specialists is available to audit your existing infrastructure and recommend key measures that will allow you to capitalise fully on your information at every stage of its lifecycle.

Implementation and Integration Services

Because your business is important to us, a major priority is getting your new infrastructure up and running as quickly and painlessly as possible. This way we minimise disruption to your day-to-day business routine – and you maximise your ROI.

Managed Services

STME provides the support, knowledge and expertise you need to deliver instant availability of business-critical information, and to ensure maximum system uptime. Service options range from basic day-to-day advice to proactive system monitoring, system management and service escalation, all of which are managed and delivered to agreed service level agreements.

Support Services

STME's dedicated team of engineers offers rapid, effective and unrivalled customer support throughout the Middle East region. Customer support centres are manned by experienced and fully trained hardware and software engineers. As well as offering 24/7 availability, they deliver strict adherence to escalation procedures and SLAs.

Training Services

STME works in conjunction with vendors and recognised training institutes to provide training on all aspects of IT infrastructure solutions after commissioning. This allows customers to speed the transition to the new infrastructure, and to capitalise fully on their investment.