





NG Global is based out of Dubai Internet City, with operations covering the entire Middle East. Through NG Solutions in India, the business handles projects across Mumbai, Delhi, Chennai and Bangalore. The following pages portray 30 years of NG's engineering excellence, and the iconic projects across the Middle East and India that have made us leaders in Smart Building technology and Smart City solutions.

With a core team of engineers from Honeywell, Siemens, Schneider, Johnson Controls, Scada, Barcol-Air and Landis+Gyr, NG has successfully implemented 1000s of projects with complex integrations of BMV, ELV, BTU metering, billing software, VAV solutions and SCADA. The NG portfolio also features projects like the digital master plan for Smart City, Special Airport Systems (SAS) and revenue generating command and control rooms.

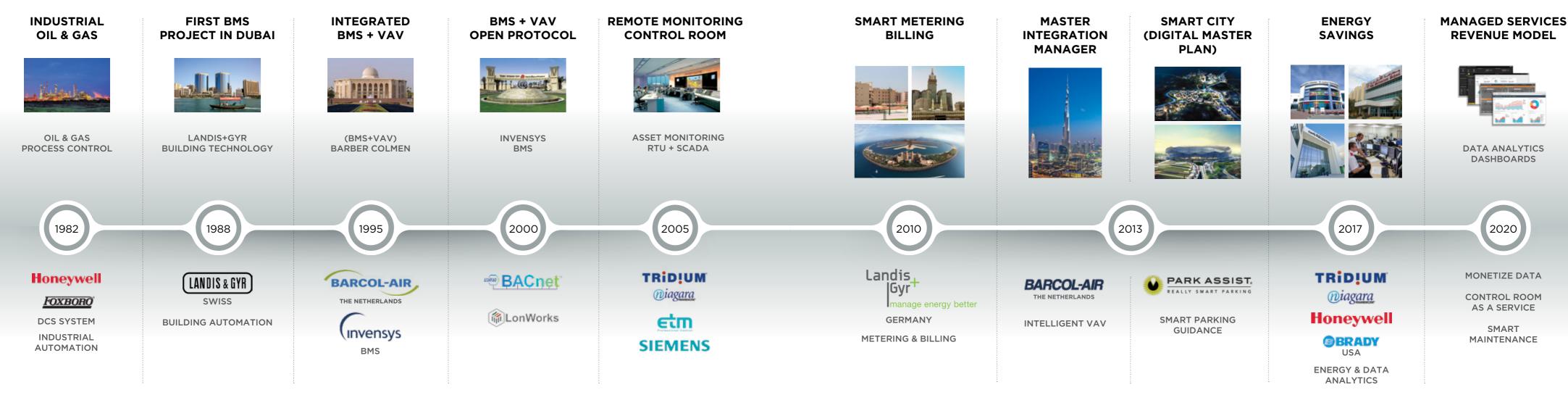
As marketing ambassadors for leading technology products, NG has teamed up

successfully with global leaders like Siemens, Honeywell, Barcol-Air and Landis+Gyr, providing them branding and marketing, local branch office function with technical and after-sales support.

Our business model is success with collaboration, each being a result of the other.



# KNOWLEDGE ENGINEERING



MARKETING

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NG Global is positioned to become the leading technology marketing ambassador and knowledge engineering consultant in the Middle East and India. With an invaluable resource pool, with potent market knowledge, and a diverse client network, NG global has established itself as a true specialist in Integrated Building Systems and Smart City.

### **Knowledge as a Service**

NG is knowledge - knowledge from three decades of market exposure in controls and automation, both in industrial and smart building technology. Knowledge engineering or Knowledge as a Service is our core competence. Our service verticals are NG Consulting and NG Marketing.

#### **NG Consulting**

NG provides Master System Integration (MSI) and Integration Management (MIM) for the proper implementation of BMS, ELV, SAS, Metering and Billing, VAV technology and SCADA. Our team consists of subject matter specialists who can drive complex integrated BMS and ELV systems. Our engineers help project close-out by adopting a structured approach during testing and commissioning, and ensuring a smooth handover to the client. We also provide site validation, condition survey, variation claim disputes, upgrades and energy audits.

### **NG Marketing**

NG represents two major technology products - Barcol-Air (VAV) from the Netherlands and Landis+Gyr (Metering) from Germany. By means of a strong partnership with NG, both brands enjoy major market share in their respective spaces, hold key accounts and are expanding to other territories in the region. NG provides a local center of excellence with factory-trained engineers for training, technical support and call-center services.



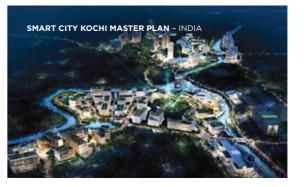
# NG CONSULTING

# **Smart City Digital Master Plan**

Smart city is a complex integration of building automation, infrastructure, industrial controls, lifestyle features, IT, and big data, all coming in to a centralised CCC (Command and Control Centre). This requires hybrid knowledge of industrial controls and building control systems, which is our unique expertise. NG has hybrid experience in industrial PLC, SCADA, BMS, ELV and IT, having executed more than 1000 complex projects. NG carried out the 'Digital Master Plan' development for Smart City Kochi, a Dubai Government TECOM initiative.

#### **Sustainable Control Rooms**

Our unique philosophy is sustainable "revenue generating" controls rooms. We help customers to design and develop control rooms not only for monitoring and controlling their own facilities, but also adding revenue generating features such as 'managed services' to other clients. Data is money. Customers are on the look-out for intelligent services such as data analytics, actionable dashboards for enhanced facility management, and energy conservation measures.





Knowledge as a Service



Excellence is doing ordinary things extraordinarily well.

- John W. Gardner

# NG CONSULTING

### **Smart eNGineering**

With the advent of IOT (Internet of Things) and the IP revolution, building controls such as BMS, fire safety and security systems will soon become 'Do-it-Yourself' kits. Site related engineering service support will be made available online. We will soon witness smart fire alarm sensors, IP access card readers, pre-engineered 'plug and play' HVAC devices, virtual networks, wireless charging, cloud based BMS and ELV software, off-site engineering and testing, commissioning and more. In short, most engineering requirements on-site will only need virtual support via online platforms, revolutionising the construction industry and making installation, engineering, testing and commissioning easier processes.

#### **Automated Future**

NG is helping many large customers comfortably migrate into this 'automated future' by upgrading to smart practices. NG conducts training and workshops for clients and consultants to transform the way building management and safety systems are designed. With state-of-the-art IP and wireless technology, BIM modelling, smart procurement, smart engineering and more, we help instantly transform a client to see a more profitable business case, become tech-savvy and stay ahead of competition.





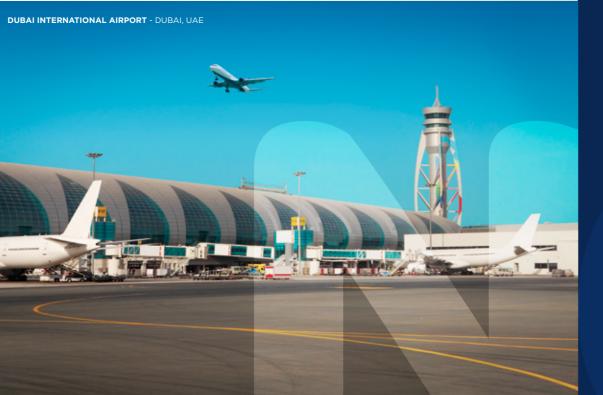
Knowledge as a Service











# NG CONSULTING





### **Master Integration**

NG is an authorised third-party BMS testing and commissioning specialist with integration knowledge for large BMS, SAS & ELV systems, complex multi-vendor integrations, control room, SCADA and data analytics. NG has a team of experts with hands-on knowledge and experience in a variety of vendor systems from Honeywell, Siemens, Tridium, Schneider, Johnson Controls, Trend, Alerton, energy metering and billing applications, VAV + Controls, and clean room applications.





#### **Real Returns on Investment**

BMS is a smart tool for the facility operator. The performance of BMS and other building systems depends on proper selection, engineering, testing and commissioning. NG engineers provide technical reviews and supervision during the critical stages of the project to ensure that the system is implemented correctly and performs as designed, bringing in the expected results in terms of enhanced FM operation and energy optimisation. An integrated BMS can provide building usage patterns, energy trends, actionable dashboards and save substantial energy and operational costs.

Knowledge as a Service





# The NG Advantage

HIGH VISIBILITY MARKETING

ZERO RISK FOR THE MANUFACTURER

BRANCH OFFICE WITHOUT INVESTMENT

REDUCED TIME TO THE MARKET

ESTABLISH SALES CHANNEL PARTNERS

TECHNICAL SUPPORT

AFTER-SALES SERVICES

# NG MARKETING

### **An Innovative Marketing Approach**

NG provides a complete marketing and business development solution, including hosting a branch office in the region. We provide a 'center of excellence' to the manufacturer, which in turn serves to develop customer relationships, pre-sales, product approvals, product training, business network and market growth. The NG marketing engine is one of our key success measures – providing a minimum investment, low-risk option for the manufacturer, while setting the foundations for guaranteed market returns, brand visibility, growth and profitability.

#### **Success Breeds Success**

NG has proven success with major multinational companies such as Tridium (Honeywell), ETM Scada (SIEMENS), T-BOX (Industrial), Barcol-Air, Landis+Gyr. From a zero business start, all the above brands established a market entry into the Middle East and India.

Barcol-Air, a European VAV manufacturer, has witnessed the most impressive market penetration in the Middle East. Barcol-Air competes with locally-manufactured VAV controls and still maintains over 60% of market share.

NG has also introduced the Landis+Gyr brand in the Middle East and India, got the meters specified, and facilitated to become a leader in metering and billing technology in both regions, with exclusive key accounts and established sales channel partners.

The success of Barcol-Air and Landis+Gyr are built on a unique blend of high visibility marketing and business development techniques, a strong market knowledge, and a skilled team of technical support engineers.





Marketing as a Service

#### BARCOL-AIR REFERENCE PROJECTS









NG, our local centre of excellence, has contributed to our success in the Middle East with their visionary marketing and innovative strategy.



Lars Wiersma International Director, Barcol-Air Netherlands

## NG MARKETING



### **Intelligent VAV**

Barcol-Air entered the UAE market in the late 90s, when Dubai saw a major demand for VAV technology in terminal air distribution and control. NG, combined BMS with factoryfitted VAV with Controls, as a pre-engineered solution. This innovative approach was welcomed by contractors and consultants due to single responsibility in integration and coordination. This created a strong market entry for the Barcol-Air brand, winning several key projects. In 2005, NG expanded its marketing territories to Bahrain and Qatar and then to Oman, Kuwait and Saudi Arabia. Barcol-Air has become the VAV standard in the region, well ahead of other brands, due to exceptional performance, project delivery and quality.





partnership to innovative marketing techniques, creating niche product offerings such as BACnet VAV, 'Plug and Play' with all BMS systems, and close support from the local NG team. Barcol-Air has installed over 150,000 VAV terminals and controls in the region, integrated successfully with third-party BMS from Siemens, Honeywell, Schneider, Johnson Controls and Alerton.

We owe the success of the NG-Barcol-Air

Marketing as a Service

#### LANDIS+GYR REFERENCE PROJECTS









NG Global is our trusted business partner for the Middle East and India regions. We are impressed with NG's branding and marketing efforts, which have brought us success in these markets.



**Herbert Brunner** Vice President, CoC Heat Landis+Gyr, Germany

# NG MARKETING

### **Metering + Billing**

Landis+Gyr appointed NG Global as brand ambassador in the Middle East to promote Landis+Gyr BTU meters and establish the brand in the market. Our strategic marketing helped to get Landis+Gyr specified with major consultants and clients. We conducted road shows, seminars, product training and established sales channel partners in the region covering UAE, Oman, Qatar, Bahrain, Kuwait, Saudi Arabia and Egypt. We invested in dedicated business development managers in UAE and Qatar, and saw healthy market growth. Together, we won the largest single meter order from Barwa Comercial, and a residential complex in Qatar with over 8000 BTU meters, and associated billing software. Due to increasing energy prices, we witnessed a growing demand in Kuwait and Saudi Arabia.







In partnership with Honeywell Kuwait, Landis+Gyr meters won Kuwait's prestigious Avenue Mall project – one of the largest retrofit projects in the region. NG has a team of engineers for complete support from selection, estimation, technical submittals, approval meetings, testing, commissioning and to configure the AMR and billing software, including the printing of tenant bills.

Landis+Gyr has witnessed an impressive market growth year by year, both in the Middle East and in India, signing key accounts and exclusive client accounts.

www.landisgyr.eu

Marketing as a Service















### **Smart Maintenance**

### Freedom from vendor monopoly

The most common complaint of all BMS owners is vendor monopoly with their proprietary software. BMS suppliers continue to renew maintenance contracts, without any competitive bid, sometimes at unreasonable rates. This is not the case anymore.

NG has helped several customers in the Middle East to achieve "freedom" from the vendor monopoly and thus saved costs on maintenance, upgrade, expansion and spare parts. The BMS systems are upgradable to "open" software, which can be maintained by customers themselves or remotely via online services, as well as with open competitive bidders.

Currently we are maintaining various BMS systems supplied by Siemens, Honeywell, Johnson Controls, Schneider, Trend, Alerton and so on. NG has a growing list of customers, shifting from the monopoly of BMS vendors to 'smart maintenance' saving millions for our customers, without compromising output. Moreover, customers benefit from faster response, energy saving, technology upgrades and enhanced FM.













GIFT CITY - GUJARAT, INDIA

### **NG** India

India is the fastest growing economy in the world today and a highly prospective market for international companies with hi-tech products and services. The Indian government has awarded 100 smart cities under implementation in India followed by many private sector developments of green field smart cities. NG Global executed the design consulting work for Digital Master Plan (DMP) for Smart City Kochi, a joint venture between Dubai TECOM and Government of Kerala, India.

NG represents Landis+Gyr BTU metering solutions in India, and has successfully created Landis+Gyr brand awareness across the market. We have achieved a good market share and steady growth, and are currently in the process of locking down key accounts and rate contract agreements. Smart Cities require smart metering and the potential for growth is exponential in India.

India is the main source of engineering professionals and project managers for the Middle East. This is an advantage for NG with goodwill references, business network for promoting products and technology. NG also enjoys a good reputation in the building industry in India. NG India is in discussion with multinational technology companies for representation as well as niche market custom designs and innovative applications, which will help to create its own unique market space and growth.





BAHRAIN FINANCIAL HARBOUR - BAHRAIN











### **Future Growth Markets**

At NG, we are proud of our market leadership and footprints in Smart City and intelligent building controls. We appreciate the growth that we have achieved together with our European partners Landis+Gyr and Barcol-Air.

We are excited with the future potential of the Middle East and India. The main driving factors are efficiency in operation, energy conservation, costs savings and new revenue generation. At NG, we believe that together with our partners, we can achieve these goals.

Our strength lies in our team, our business partners and in our esteemed clientele. Our success comes from the collaboration between our marketing partners and our technology partners. NG is continuously in search of new ideas, future technology and innovative business ventures.

Please reach us to explore NG services in technology consulting or marketing, or if you have a product or service that has potential growth opportunity, and needs an engine to propel into the markets that we serve.

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