



## COMPANY PROFILE

### History

Initially, The activity of Aras Negah Aria Co.'s partners have started in 1999 and first with name of Payam Negarane Isatis Co. (PNI), with variable stirs related to field of surveillance and network systems (in variety points of value chain : from marketing to installation ).

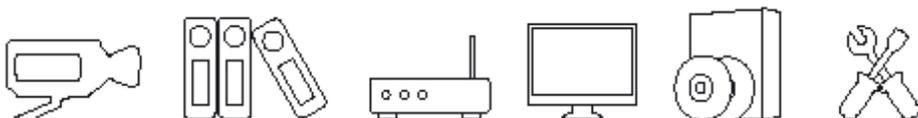
On September 2011, Aras Negah Aria (ANA) was registered and replaced PNI by the partners in Tehran and with goal of developing its ranges of merchandising products for expressing more suitable solutions to its customers.

With decades of reliable background and experiences on designing, council, obtaining, selling and implementation of video surveillance systems and physical & electronic deterrents, ANA's security products and services are considerably well-known and reliable choices in this market.

### Practice Area

As it mentioned above, the practice area of ANA is related to all products and services in field of surveillance systems and equipments.

ANA professional teams in designing, marketing, obtaining and installation projects, can offer A vast range of monitoring and video Surveillance solutions to suit all levels of application: from businesses to public Administrations, from parks to institutional head offices, from museums to Airports, from roads to major construction sites.



With a view to size of environments, systems supplied by ANA, range from residential to small company, from the service to the industrial sector, from the private customer to road networks, from airports to ports, from local firms to large organizations: wherever quality applications and integrated security are called for. In all cases the phase: “Professional solutions for every requirement” is a noteworthy concept by ANA headquarters.

Quality is a considerable index in selecting products and offering services by ANA Co. This is the logical reason for working with high-tech companies in surveillance systems industry like SONY for many times.

In addition, Emphasis in price management and low-cost orders solvency by ANA, enable it to have large range of customers with variable purchase powers.

## Staff Position

The four main operating teams in ANA Co. are as follows:

**Marketing:** Enough dominance on accessible products and their prices, high skill in quick finding suppliers and customers, high proficiency in financing and accounting concepts and excellent communication and customer-orientation skills are the main characteristics of the ANA’s marketing teams members.

**Council & Designing:** Accurate and true understanding of customers requirements, maximum consistency with customer’s limitations and conditions (such as environment traits or purchase power and etc) and authority of helping and perhaps adding or removing some items in customer requirements are the main characteristics of the ANA’s council and designing teams members.

**Installment & Implantation:** Quick and maximum accuracy in implementation and installment, pursuing of complete solvency of customer requirements and maximum efforts for reducing costs and expenses are the main characteristics of the ANA’s installment & implementation teams members.

**Supporting:** Reliable connection with suppliers for needed support services, quick solving and creating enough confidence for customers in offering needed support services and enough responsibility in meeting with probably after sale problems are the main characteristics of the ANA’s supporting teams members.

