



GULF FIDELITY
SECURITY SERVICES
جلف فديليتي لخدمات الحراسة (ش ذ م م)





Gulf Fidelity Security Services LLC (GFSS) is a security services company based in the United Arab Emirates (UAE). GFSS was established in October 2006 in Dubai and we have since, expanded operations to Abu Dhabi and the Northern Emirates. GFSS is focused on delivering a quality services to various industry sectors. GFSS services include guarding services, patrols and inspections, access control, concierge and receptionist services, security console operators, alarm response, and specialized client requested services.

Overview – Fidelity Security Group (Pty) Ltd & Kamber Holdings

Gulf Fidelity Security Services L.L.C. was originally established as a joint venture between Kamber Holdings, a leading enterprise with numerous interests in the UAE & other GCC countries, and the Fidelity Security Group; the largest security service provider in South Africa with more than 30,000 security staff. In August 2009, GFSS entered the Abu Dhabi market.



Gulf Fidelity understands that growth in the market and enjoying continued patronage is linked to exceeding the local market expectations. As one of the leading security service providers in the UAE, we pride ourselves with a reputation of high service standards built around quality processes, quality people, trust and excellent relationships with our customers.



We are committed to good corporate governance and under the guidance of our board of directors we are subjected to international audit and risk management practices. As such, we fully comply with all the applicable laws and regulations of the UAE.



Areas of Operation

Gulf Fidelity Security Services LLC is licenced to operate in all the seven emirates of the UAE

- Abu Dhabi
- Dubai
- Sharjah
- Ajman
- Umm al-Qaiwain
- Ras al-Khaimah
- Fujairah



Our vision

To be the pre-eminent provider of security services, protecting the assets of our customers in targeted markets in the UAE



Mission statement

- The customer is always at the centre of everything we do.
- Building partnerships built on trust and close relations.
- Operational excellence.
- Innovative application of technologies and solutions.
- We invest in employing and developing the best people.
- We lead by example.
- Differentiate through superior service and affordability.





Gulf Fidelity Security Services LLC provides trained and licensed security personnel to many of the UAE's leading businesses and government institutions. Prior experience in managing the security function in the different sectors makes for better service delivery, as procedures are already understood before deployment. Furthermore, our personnel work closely with the latest security technologies to ensure the safety of your people and your premises. From a friendly face on reception, to access control duties, CCTV surveillance, fire-fighting and emergency response services. Our vast experiences in some of the sectors that we operate in are highlighted below:

EDUCATION FACILITIES

Education Facilities needs are different from other industries

Typically education facilities require a different approach to securing their employees, students and assets. The layout and design of each facility is unique and no two facilities are the same in terms of physical characteristics and people frequenting the facility. With this in mind our approach is to determine these characteristics as if unique and apply the principles of security and risk aversion with high frequency and face to face interaction integrated with high technology security equipment.

Range of Services Offered

The range of facilities serviced is schools to universities, covering basic entrance control to integrated service delivery for the whole campus.

We are able to provide the following set of services:

- Campus Fire Safety
- Evacuation Planning
- Vehicular Control
- Car Park Management
- Vehicular and Foot Patrols
- Access Control
- Lost and Found Items Control
- Lock down and Opening Procedures
- Service Provider and Supplier Control
- Security Control Room
- Residential Security
- CCTV monitoring
- Key Control

FINANCIAL INSTITUTIONS

High Risk and Zero Default

Security in the financial industry is complex and high-end sites such as DIFC and banks are particularly sensitive in the UAE. Due to the strict compliance requirements and the need for discreet but visible security service providers need to have a well thought out strategy backed by solid management support and reliable systems. That is where GFSS is able to draw on their vast experience and embedded body of knowledge derived from our South African partners.

Range of Services Offered

Our internally developed management control system allows us to provide:

- ATM guarding services
- Point of entry guarding
- Supervising cash delivery and dispatch



HIGH RISE AND COMMERCIAL REAL ESTATE

Comprehensive and Integrated Services

GFSS provides security services to some of the most prestigious and largest real estate developments in the UAE. We have established a reputation of high quality service with frequent client contact and rapid response to requests.

Range of Services Offered

As the preferred partner with a number of the largest facility management companies we built our expertise on this industry by extensive knowledge and experience in the following areas:

- Access control
- Customer service
- Emergency response and planning
- Emergency evacuation drills
- Tenant relations
- ERT - advanced first aid & fire fighting training
- CCTV systems
- Handling service providers

RESIDENTIAL AND GATED COMMUNITIES

Comprehensive and Integrated Services

As elsewhere in the world the popularity of gated, secure communities are growing and residents opt for this type of lifestyle due to the security it offers and sense of small community where neighbours are comfortable with each other. The UAE is no exception and the trend has developed to such an extent that the gated communities are large with all the required facilities like shopping centres, health and sport clubs, entertainment and hospitality. This poses a severe challenge to security as security cannot be compromised but free access to some areas is a must. To meet this challenge GFSS developed a system and process that is able to provide a high level of security.

Range of Services Offered

We are structured to provide dependable, proactive services from day one for a site being taken over by us or a new site. Our system of doing a detailed assessment and preparations gives us the confidence to state that the takeover or new deployment will go perfect from day one.

- Detailed survey
- Seamless take over process
- Fully customized procedures
- Balanced approach to guarding manpower & technology
- Close and frequent liaison with the client representatives
- Manpower and procedure assessment
- Integration with risk analysis recommendations



HEALTH CARE INSTITUTIONS

The Special Needs of Health Care Security

Typically health care institutions have a variety of needs such as car park management, lobby security, delivery and dispatch areas. This is exacerbated by continuous flow of patients, visitors, medical staff and service providers. This complex environment calls for competent and confident security staff. We have experience providing security for a variety of healthcare facilities from small, private medical offices to large complex public hospitals and medical complexes.

Discretion is Vital

The fact that a uniformed security guard is visible and present is not always enough to ensure that nothing on towards does not happen. GFSS goes the extra mile and our intensive and continuous training specifically designed for the health care and hospitality industries. The program includes fire fighting, emergency response procedures, listening techniques and handling emotional and aggressive customers.

MALL AND RETAIL SECURITY

Retail Industry is Complex

Along with the oil industry and real estate industry the retail industry forms the back-bone of the UAE economy. This industry attracts millions of tourists from many countries all over the world, these tourists in turn represents an even larger cultural and religious diversity than what can be found anywhere in the world. The UAE is also peculiar in the sense that the brands in the retail industry represent from the most famous brands down to local brand name outlets most of which are present in malls of all sizes - small community malls to mega malls. Security service providers must therefore be very flexible and able to adjust and customize their processes and determine which type of guard will be a perfect fit for that particular brand, owner, culture or facility.

We are able to provide the following set of services:

- Employees searches
- Fire fighting equipment checks
- Lost and found items control
- Loading bay security
- CCTV and control room
- Lock down and opening procedures
- Store detectives
- Front end security
- Cashier control
- Fitting room security

EVENTS

We provide fully trained guards for events and concierge services to concerts, conferences and fashion shows.



MANUFACTURING & LOGISTICS

Logistics Industry require Vigilance

The logistics industry in the GCC ranges from sites such as Free Zones, vast warehouses, shared warehouses and in house stores and warehouses on the particular outlet site. Sometimes these logistical facilities are located inside mega malls and might be located on levels other than ground level. The nature of these facilities is all the same, merchandize or products are being delivered and dispatched from there to one or numerous locations. Security at these site demand a 24/7 vigilance with excellent quality of service after hours. Many times the after hours activities are much more intense than the business hours and this is where a good system and accessibility to competent management become critical.



Range of Services Offered

The range of facilities serviced is single stores to warehouse complexes and mall delivery areas.

We are able to provide the following set of services:

- Vehicle and freight searches
- Documentation verification
- Loading bay security
- CCTV and control room
- Lock down and opening procedures
- Employees searches
- Fire fighting equipment checks



CRITICAL INFRASTRUCTURE

Importance of Critical Infrastructure

The critical infrastructure industry in the UAE can be typified as oil and gas facilities, telecommunications, sea and airports, vulnerable government buildings, railways, power generating plants, water purifying plants and manufacturing concerns producing goods essential to the welfare of the citizens and state.



Range of Services Offered

The range of facilities serviced is single stores to warehouse complexes and mall delivery areas

We are able to provide the following set of services:

- Vehicle and staff searches
- Access and egress control
- Security pass management
- CCTV and control room
- Risk analysis
- Reaction team
- Perimeter and interior patrolling
- Assistance with evacuation plan





Recruitment Standards

- Do not allow agents to recruit candidates directly
- Test on language ability – written and spoken
- Physical attributes
- Only the top 70% are selected



Training Standards

- 100% Federal trained staff
- Internal basic security training
- Onsite training before deployment
- Specialised training depending on client requirements
- Trained and certified supervisors for quality control



Organization Capacity & Capabilities

- Back office Systems
- Group visa allocation
- Management support
- Quick response



Supervision and Motivation

- Performance based rewards
- Internal promotions
- Activities



Systems and Procedures

Supported by a back-end ERP based system bringing together duty rostering, human resources, marketing, finance and operational planning to deliver quality services.

Customer Relations and Reporting

- Best Security Services Provider - 2008 and 2010
- Client retention
- Presence in all major sectors
- Dedicated client operations manager (COM)



24/7 Control Room

- Dedicated control room operational 24/7
- Response time depending on the emergency is immediate and no later than 24 hours on queries
- Online access to all incidents with separate login/password to each client



IT systems

Provide consultation, professional installation and maintenance of the latest electronic security technology best suited to either the domestic or commercial markets. All sites are surveyed to provide the client with a holistic security solution.

Why GFSS?



- Well trained and legally compliant guarding service
- Tight operational control
- Sound procedures
- Customer orientated approach towards problem solving
- Quick response
- UAE experienced team
- Trained supervisors
- Client customized deployment and training.
- Strict selection of guards by means of a standardized set of criteria.

For more information please visit
www.gulffidelity.com



Gulf Fidelity Security Services L.L.C.

Dubai

Tel: +971 4 3976762, Fax: +971 4 3972808
Office 304, Al Shafar Building, Karama,
P.O. Box 214800, Dubai, U.A.E.

Abu Dhabi

Tel: +971 2 4466144, Fax: +971 2 4466445
Villa 1/241, Karama Street,
P.O. Box 29474, Abu Dhabi, U.A.E.

info@gulffidelity.com
www.gulffidelity.com

24 Hours Emergency
Hotline +971 4 358 3831