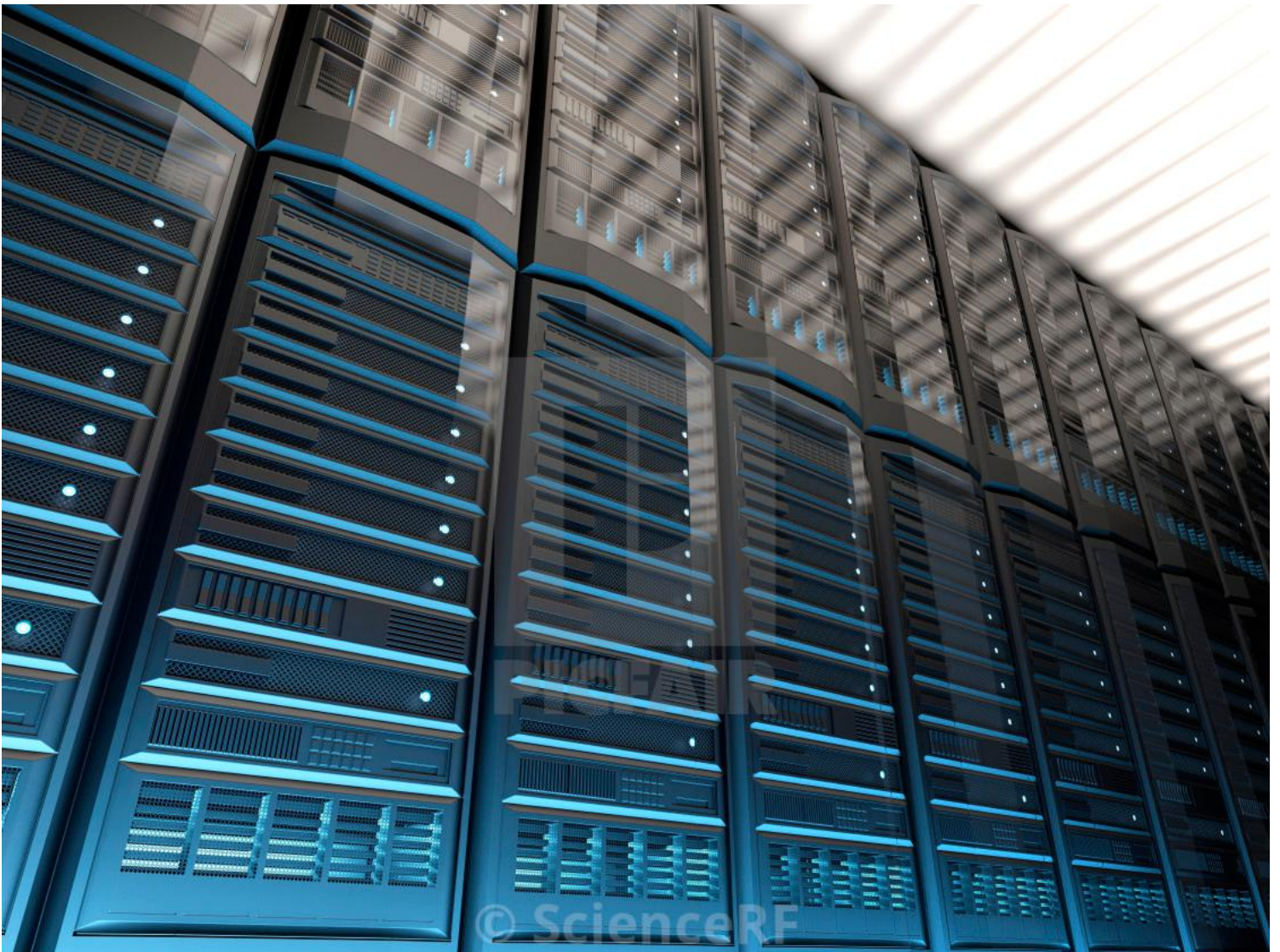




COMPANY PROFILE







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AN INTRODUCTION to **ASTON**.....

the innovation-driven network solutions provider

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Reach Us



A NETWORK SOLUTION GIANT



ABOUT.



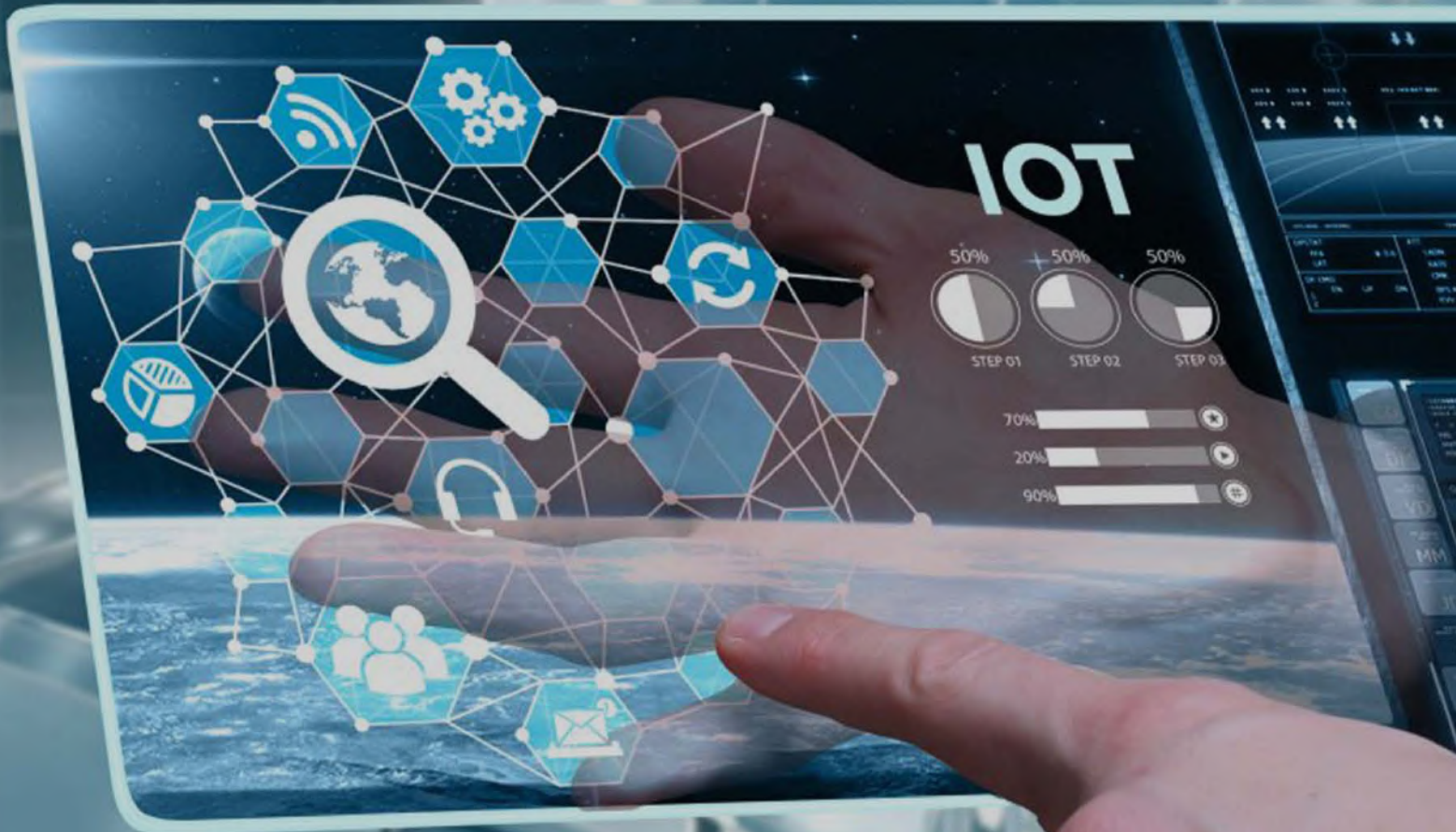
Aston was conceived with the sole ambition of providing custom-made, effective, user-friendly and durable network solutions to the world that is increasingly becoming more reliant on exchanging colossal amounts of data through wired and wireless networks.

Dedication to extensive research and development has already earned us the recognition of being a pre-eminent and excellent brand, trusted for networking and communication systems.

Our expertise lies in meeting the varied and challenging requirements of a large number of telecom operators and infrastructure developers with an array of innovative and reliable solutions.

The axial strength of **Aston** comes from a team of au fait professionals each of whom has decades of experience of catering to the ever-diversifying telecom, structured cabling and networking industry.

We are constantly striving to make the end-user experience more incisive and our focus is the contentment of our valued clientele.



TOWARDS A SECURE
& PROMISING FUTURE



OUR

MISSION & VISION

This is the era of 'Internet of Things' (IoT), to use the term coined by Kevin Ashton, the famed British technology pioneer; and it is here to stay. The telecom sectors all over the world are bracing themselves for a phenomenal increase in data traffic across networks. Adaptation of IoT and allied technology is all set to grow manifold with the IoT market expected to touch \$9 billion over the next three years; the opportunity has indeed arrived. To capitalize on this lucrative opportunity fully and serve this ups well in wired and wireless connected devices, the telecom operators will however have to revisit their existing infrastructure, business models and partnerships. This paradigm shift in telecommunication and digital technology spurs us to get involved in the boom and facilitate our customers with all the ingenious solutions that will enable them to take advantage of the next big wave.

The technology is here and so is the need for the actual infrastructure to move all the data around. Our comprehensive structured cabling solutions specialize in offering the architects a uniform method for incorporating all the telecommunications systems that an organisation needs within a building's fabric. Our solutions have proven to be very effective in meeting the increasing demand for cloud, co-location services and building automation. It is our endeavor to make the convergence of data onto a single network - or more explicitly, a single, company-wide backbone that conveys data, voice and video; happen safely and at a uber-fast speed.



...

A brand synonymous with
commitment & innovation

W

90°

NW

135°



OUR

UNIQUE SELLING PROPOSITION

Focus on R&D

Our unquenchable thirst to be the very best, has given us an edge over our competitors. Innovation is very close to our heart, the very reason for us to invest heavily in research & development. The R&D team has been given a free hand to observe, explore, test, think creatively, and try out innovative methods. The freedom of research is important for putting futuristic ideas to action and we are totally committed to the same. It is our endeavor to make our products dynamic and durable. We are committed to giving you last mile connectivity, which is secure smooth, and fast.

Customer - Centric Approach

Our mantra of working with you cannot happen without “You” at the centre of things. It is your requirement that is at the very heart of our solutions. Our service engineers and technical staff work closely with you at every stage of a project lifecycle. The culture of analytical thinking, sharing of ideas, utilising the experience and efficiency of both parties always leads to lasting business relationships with our clients.



GLOBAL PRESENCE

We have made our presence felt across continents. The company's global headquarters is in the UK.



◆ UNITED KINGDOM

◆ UNITED ARAB EMIRATES



What Set Us APART



Customized Solutions: **Innovative** products are there to meet the individual needs of clients with different requirements.



Pocket Friendly: The **price range** of our advanced access technologies is extremely compelling. We offer you the best solutions that don't burn a hole in your pocket.



Future Proofing: The underlining challenges of current and future network access technologies demand solutions that will not become malapropos with time. As data usage escalates and 5G lurks on the horizon, we are making our products **future-proof** so that they become helpful in deploying all-fiber networks.



Avant Garde Ideas Ahead: It is our endeavour to make the convergence of data onto a single network - or more explicitly, a single, company-wide backbone that conveys data, voice and video, happen safely and at a uber-fast speed.



Result Driven Team: Every challenge is seen as an exclusive opportunity. Every time, the team chalks out the most suitable solution for you to attain the desired result and outcome.



Experience in the Field: Our **industry expertise** has given us better insights into the issues that you face and also the competence to resolve them.



CORE VALUES

We lend support at every step. We are there for you.

DEXTERITY

We offer innovative and tailor-made solutions at a fair price.

PRECISION



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Our motto is to establish lasting and successful business relationship by engineering and delivering excellent telecom and structured cabling solutions to your doorstep.

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VISION

The challenges are heterogeneous, and we are savvy. We recognize existing and imminent trends and offer what is apt and suitable.

ASSIDUITY

We are committed to reducing the ecological footprint and carbon emission by implementing eco-friendly practices.

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...ard and
...ails.

COMPETENCE

At the helm of
are diligent
professionals and a
team of adroit
engineers and
committed virtuosos
form the capital of
the organization.



GREENWARDSHIP



Innovation is the mother of all inventions & it is very crucial in providing products that blend with the trend. With the advancement in technology, **Aston** ensures to implement futuristic ideas and techniques to develop innovative solutions, which are cost-effective, reliable and environmentally friendly thereby satisfying client's preferences. **Aston** has a team of experts that constantly research to stimulate incremental improvements. With their technical repositories, they can effortlessly face the challenges.

Aston's comprehensive strategy and a unique methodology in supporting exquisite and innovative products for varied usage of different applications have helped to build a strong bond with their customers.

We begin by identifying your needs, knowing your obstacles, your goal and your business model. We are a customer-centric company that specializes in providing end-to-end connectivity. We understand you and your needs first before we suggest what is best for you. Our expertise lies in designing and making high performance structured cabling systems that can support increased transmission, bandwidth intensive data and video applications. The cutting edge technology used in both fiber and copper products also guards them against obsolescence. We have been supplying Fiber Optic products, solutions, and structured cabling solutions to different operators and system integrators located in the Middle East, Africa, Europe and Canada.

An adept technical team with its accumulated years of experience provides you with the premium and converged access products for FTTx, modular data centers, and passive optical LAN etc, custom made to suit your requirement.

The effective use of the latest CAT6, CAT6A, CAT7 and CAT8 copper technology helps us in giving the greatest degree of "future-proofing". Our products are competent to support cloud services in structural cabling in the banking, financial services and insurance, hospitality, hospitals, shopping malls, education industries, to name just a few.

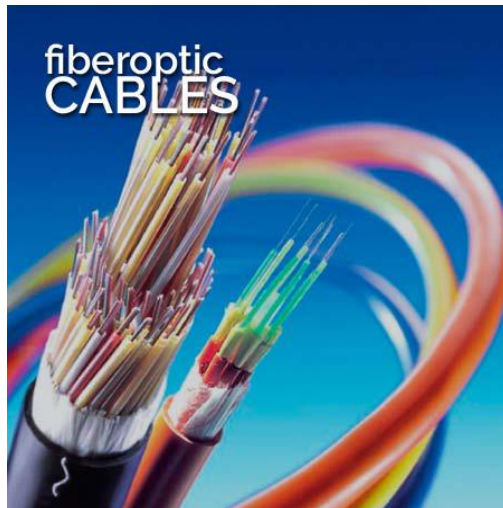
innovation is
OUR PRIORITY



DELIVERING CONNECTIVITY,
PERFORMANCE & INNOVATION
AT THE **SPEED OF LIGHT**



fiber
SOLUTION



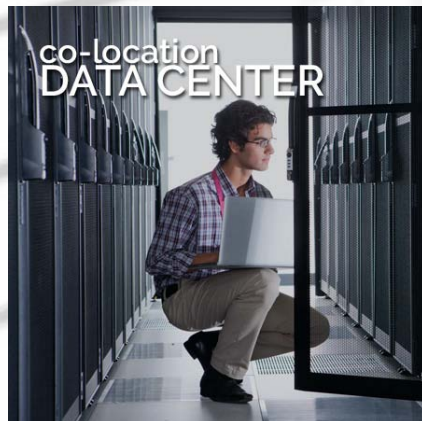
The ways in which we can connect are changing. People, homes, businesses, venues, even vehicles - are connecting in new ways, to improve the way we live, work, and play.

With different places to connect to, and new things to connect with, **Aston** provides highly configurable, end-to-end network solutions that increase bandwidth, maximize space, enable fast deployments, migrate easily and offer great economy. Coupled with our capability to rapidly deliver our networks across the globe, some of the most vital and advanced networks in the world rely on **Aston**.

WE DESIGN AND DELIVER **END-TO-END NETWORK SOLUTIONS** FOR ALL TYPES OF DATA CENTERS.

Data centres are the indispensable facility that form the backbone of today's trade and commerce. Any business model is dependent on the applications, services and data contained within a data centre, making it an asset of critical significance. An advanced data centre will have networked computers and storage that corporates or other organizations will use to organize, process, store and disseminate large amounts of data without any hassle. Data centres are not a single thing, but rather, a conglomeration of elements.

Aston design and deliver an exhaustive array of innovative and end-to-end network connectivity solutions for:



ASTON

DEVELOP DATA CENTRES WITH **ASTON**

1. **Aston** solutions bolster the efficiency of the data centres so that they serve as the principal repositories for all manner of IT equipment, including servers, storage subsystems, networking switches, routers etc., as well as the cabling and physical racks used to organize and interconnect the IT equipment.
2. **Aston** products specialize in building a sturdy physical facility with physical security and sufficient physical space to house the entire collection of infrastructure and equipment
3. **Aston** boasts of leading edge Fibre-optic cabling systems that are excellent for data centres. Typically, they have less of maintenance cost and requires negligible amount of networking hardware.
4. Creating advanced Data Centres is essential for all the leading telecom operators. We help the service providers to improve the end-user experience, by giving edge to their data centre infrastructure with the advanced **Aston** networking solutions.
5. **Aston** optical fibre structured cabling solutions are recognized for showing unprecedented performance while making clear passage for easy and fast voice and data sharing. These solutions offer tailor made systems to meet even the most critical needs of the telecom industry.

THE CONCEPT OF SMART CITIES

- Or in a broader sense Smart Regions – relies on the availability of analysed information that triggers certain actions. For example, this includes but is not limited to traffic or energy management or the provision of public services in health and education. This idea is usually associated with industry buzz words such as Industry 4.0, Big Data and the Internet of Things (IoT), ie. the idea that everything is connected and everything creates data that can be utilised in some way.

However, what seems to be frequently ignored is the fact that collecting data alone does not make a city or region smart. It is the application of algorithms that turns collected data into valuable information and requires significant computing power and storage capacity.



smart
cities
SOLUTION



As a consequence, data must be transported to the available computing power and storage capabilities, which could be universities, offices or data centres, for instance, or more generally, the “Cloud”.

Thus, being smart necessitates data networks, which have the following features:

- High reliability, availability and stability
- Low latency
- Capable of providing scalable, symmetric Gbps-bandwidth

The network becomes the proverbial nervous system of a community. It would not be acceptable if a nervous system transmitted information about body functions with an incorporated time delay. Thus, the network must have the highest degree of fibre densification. There is no alternative.

FTTH



Data Cent



Telecom



Structured Cabling





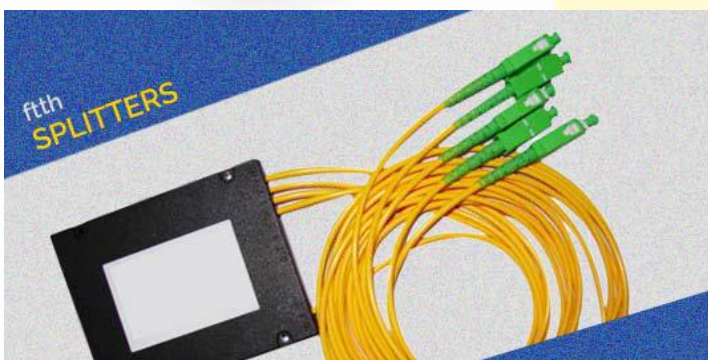
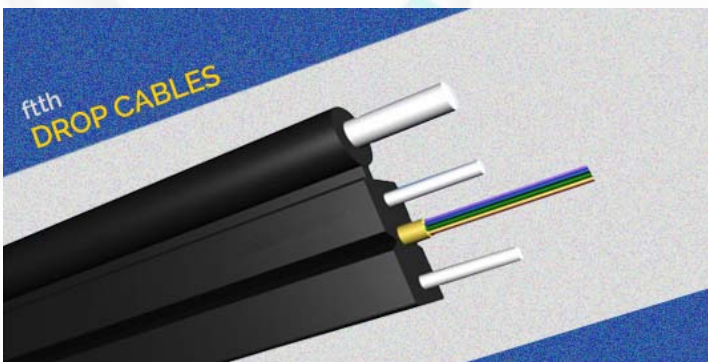
FTTH NETWORK

FTTH

Solution

There is no denying of the fact that Fibre To The Premises (FTTP or FTTH) is no longer a choice, it is gradually becoming an indispensable tool and a prerequisite needed for cradling Cloud Computing and the much-anticipated Industrial Revolution. More than 10 million individual buildings such as cluster apartments, office complexes and residences across the world already have fiber-to-the-home broadband connections because of the many advantages that it brings along with it. The clients feel immensely satisfied to experience the unprecedented high-speed Internet access because FTTH drastically increases the pace of the connection.

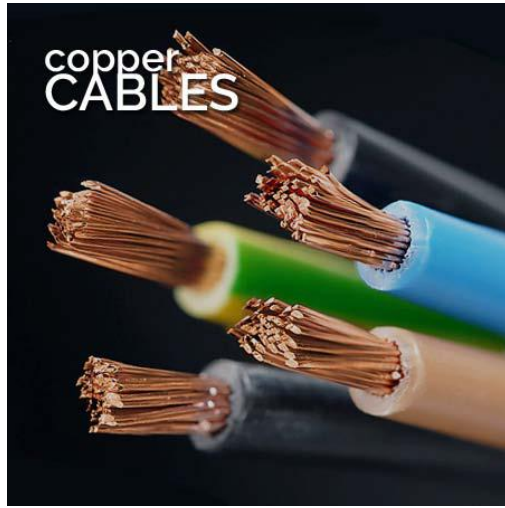
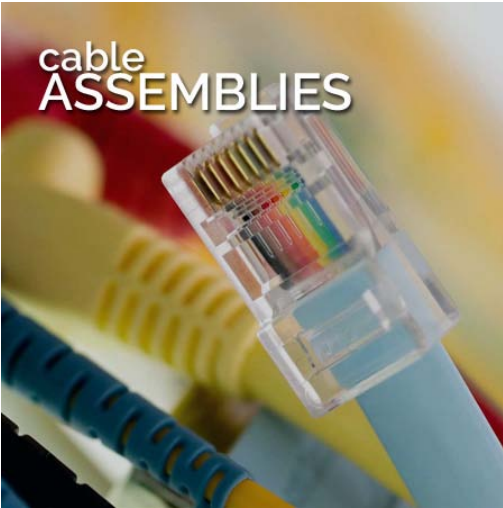
Virtues such as reliability, resilience and the ultimate future proofing make it all the more imperative to the progressive and enterprising telecom operators. Its predecessors such as twisted pair conductors, DSL or coaxial cable are no match for this revolutionary solution. Even in terms of carrying capacity it outplays its counterparts. For example, a single copper pair conductor can carry six phone calls, whereas a single fiber pair can carry a staggering 2.5 million phone calls simultaneously.





SAY YES TO THE YIELD GRAPH WITH
OUR BROAD-SPECTRUM SOLUTIONS

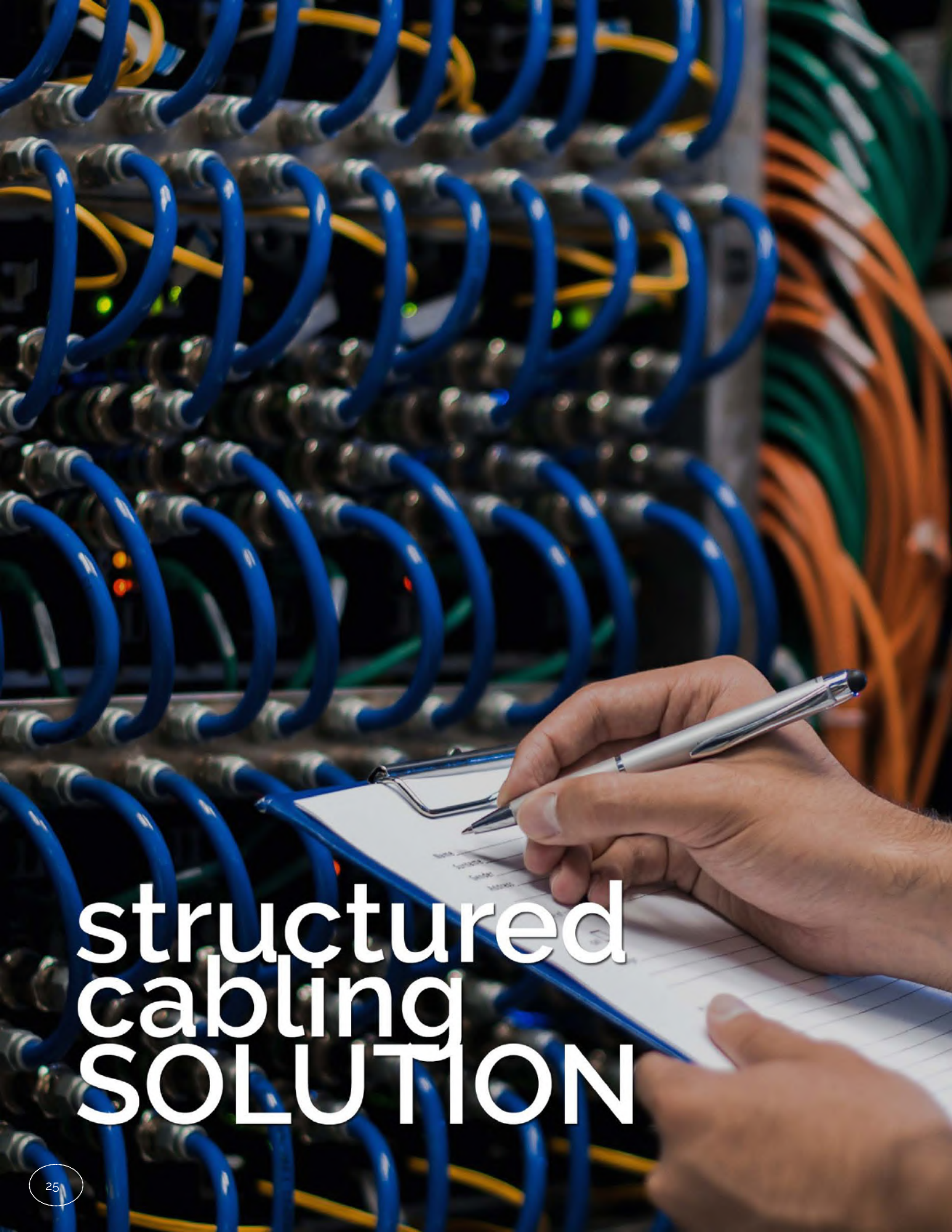
copper
SOLUTION



Copper Network Data Cabling & Wiring.

The proper application of data cabling & wiring (also referred to as network cabling & wiring) is imperative for successful business, government & academic network infrastructure installations.





structured cabling SOLUTION

Structured Cabling is defined as building or campus telecommunications cabling infrastructure that consists of number of standardized smaller elements (structured).

A properly designed and installed structured cabling system provides a cabling infrastructure that delivers predictable performance as well as has flexibility to accommodate add, moves and changes; maximizes system availability, provides redundancy; and future proofs the usability of the cabling system.

Structured cabling design and installation is governed by a set of standards that specify wiring data centers, offices, and apartment buildings for data or voice communications using various kinds of cable, most commonly category 5e (Cat 5e), category 6 (Cat 6), augmented category 6 (Cat 6A) and fiber optic cabling and modular connectors. These standards define how to lay the cabling in various topologies in order to meet the needs of the customer.



BUSINESS

Growth Index

Technology consulting firm Gartner projects that by the year 2020, there will be about 26 billion smart devices worldwide. We intend to be there with our clients at every step as they expand their business and market reach.

The increasing demand for cloud, co-location services, emergence of E-commerce and building automation are boosting the structured cabling market growth to a large extent. With the proliferation of new technologies available to homeowners, residential cabling will have to be upgraded to match these advances.

The usage of advanced technologies has changed the increasing demand of structured cabling and we offer tangible strategies and tactics for an effective and sustainable growth planning. The aim is to fulfill the requirement of customer's diverse needs. We believe in easing the challenging hurdles by designing out of the box solutions so that our buyers can run their business smoothly. Innovation is the key component of our growth strategy.





Quality Control

We understand that a company's investment in structured cabling and fibre solutions is expected to fetch a long-term return, hence, we have a dyed in the wool policy for quality testing.

We are committed to use only the best material and always exceed customer's expectations in terms of standard.

All our products are ROHs compliant and manufactured under a great degree of supervision and stringent in-process inspection.

Each of the manufacturing and assembly units is **ISO 9001:2015** and **ISO 14001:2015** certified. Strict qualification and evaluation of designs, material and processing methods ensure guaranteed customer satisfaction.

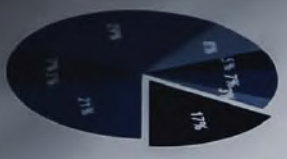
Once manufactured, the products are sent to the QA team where each 'n' every technical specification is checked and tested in detail. A robust corrective auto-system is in place with firm focus on verification for troubleshooting.



FINANCIAL

MONTHLY BUDGET - Enter your budget for each category in the Summary By Category table below. Enter transactions on the Transactions sheet to see how your actual spending compares to your budget.

ACTUAL SUMMARY



SUMMARY BY CATEGORY

Difference

SAVINGS GOAL



ACTUAL SUMMARY



BUDGET VS ACTUAL



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UNITED KINGDOM**