



## Company profile

### About us

RED Systems is a fast growing organisation that strives to provide its clients with the best of the best when it comes to their ICT and Surveillance needs, and do not sell cookie cutter hardware and software.

We accomplish this by always analysing each client's situation and coming up with customised solutions. With us, you won't necessarily pay more for a custom/tailored solution than you would pay for the standardised solutions offered by our competitors.

### Organisation

Founded in 2009, RED Systems started as a customer-centric business mainly focused as a Value Added Reseller of ICT products, solutions, system builder and integrator. With the demand and recommendation by our clients increasing – we initiated a corporate-wide transformation that brought rise to our focus from VAR to a complete, dedicated ICT, Telephony and Surveillance organisation. Together with our partners, we form a close-knit team of young professionals skilled at solutions for facilitating ICT, marketing and business optimisation.

### Collaboration

Our vast experience and forward-thinking outlook is reinforced by partnerships with leading vendors. These partnerships enables us to quickly master in the latest technological developments, and provide our clients with the best solutions at the best price. We like to work with companies that believe quality is important and have proven themselves in the market.

### Specialisations

Within our broad range of expertise, we are further specialise in five specific areas.

- Enterprise Networking and Solutions: structured design, cabling, implementation, staging and rollout, wireless setup, and installation includes; Fibre, LAN/WAN/P2P/P2M/Wireless, data centre, or campus/corporate area network for our clients.
- ICT Sales & Support; Hardware and Software (we deal in no grey products)
- Surveillance/VOIP Telephony/Access Control/Time Attendance/Intercom: Audio-visual/PA Systems and more
- ICT Audit & Consultancy
- Power Backup Supplies & Solutions

We are also able to procure any ICT related item on request, even in some cases where it is not actively imported to Kenya per say. We are able to cater for large scale supply demands, "new business" design setup and installations.



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At RED Systems, we are guided by a set of values and a corporate culture that define our uniqueness and competitiveness.

## **Our Values**

### Spirit of altruism

Everything we do is done with the spirit of benefiting others, no matter whether others are our customers, our customer's customers, our co-workers or ourselves. We first consider the impact our decisions have on others before we act.

### Contribution

As a provider of ICT & security solutions, we have made a commitment to honesty and integrity. We understand that our products have an impact on the lives of others, and we strive endlessly to make sure our contribution to society is a positive one.

### Pursuing perfection

To become the leading company providing ICT & security solution in African market, we must pursue perfection in research and development and service.

## **Our Cultures**

### Learning organization

We are unlimited in our ability to learn, grow, and adapt, both as an organization and as individuals. Beyond this, we actively seek out opportunities that contribute to greater learning.

### All issues treated as a matter of fact

We value individual perspectives and actively promote a corporate culture where individuals are free to communicate their own thoughts and perspectives on all matters. We believe that being free to communicate with such directness contributes to greater awareness and understanding.

### Meeting customers' needs

Since our inception, we have been driven by the idea of addressing every need and demand of our customers and react quickly and thoroughly to meet their demands. We also work hard to anticipate the needs of our clients, and where possible address their needs before they realize these needs exist.

## **Our Promise**

We promise our customers good products backed by good people. We take pride in committing to the needs and demands of our clients. To this end we actively seek to understand our clients' needs; to supply products of superior quality with an ease-of-use not found with our competitors' offering, and to provide the best possible service.

Contact us for more information.