INSIDE CRITICAL INFRASTRUCTURE



WHO WE ARE

Founded in Singapore in 1995, TRADS has focused on the design, provision and operation of flexible, scalable and sustainable bespoke products and services with an emphasis on mission critical infrastructure. In 2003, we opened a branch office in Dubai, extending our service offerings beyond Southeast Asia to the Middle East and Africa region.

Working across all market verticals, but specialising in the sectors of Financial Services, Aviation, Information and Communications Technology, and Emergency Public Services, we assist the client's ability to mitigate service interruption and any subsequent loss of productivity. We keep our client's businesses running.

WHAT WE DO

We empower companies and institutions to readily adapt to an ever-changing world. By providing our clients with fully flexible, sustainable and customisable modular systems, we give them an advantage that allows their business to go on smoothly in the face of unavoidable risks and change.

From our environmental monitoring systems to our modular data centres, we equip businesses with the ability to mitigate risks and be poised for positive growth.

CATEGORY	DESCRIPTION	
Modular Data Centre	Pre-fabricated, fully operational data centre for expanding/remote locations.	1 External/Mobile Data Centre
Desk Space Solutions	Modular bespoke work station furniture and equipment designed to improve ergonomics and productivity in mission-critical environments.	2 Trading Desks 3 Command & Control Consoles
Security Management System	Security solutions that cover both hardware and software to help mitigate risk and ensure business continuity by proactively limiting the impact of a security breach.	4 CCTV System 6 Access Control Units 6 PSIM (Physical Security Information Management)
Overhead Power Distribution	3 phase scalable power distribution Busway system supporting variable load densities, producing a higher degree of reliability for computer room, data centre, laboratory and industrial environments.	7 Overhead Power Distribution
Environmental Monitoring System	Automated detection to the presence of environmental factors such as water, diesel, temperature (Δt), humidity and refrigerant gas.	8 Temperature & Humidity Detection 9 Water Leak Detection 10 Refrigerant Gas Detection 11 Diesel Detection 12 Thermal Monitoring of Electrical Switch Gear
Underfloor Distribution System	Single phase easy to install underfloor electrical distribution systems supplying floor boxes and desk accessories, designed to minimise disruption as office layouts evolve.	13 Underfloor Electrical Distribution 14 Service Outlet Boxes

DESIGN

We work closely with leading architects, design and engineering consultants and project managers, together with clients to assist in defining their exact requirements. With our supply and service partners, we design solutions that not only meet critical engineering criteria but also satisfy operational, aesthetic and ergonomic functionalities.

IMPLEMENT

Modular solutions that allow for expansion, reconfiguration and customisation facilitate a minimum of on-site installation time and reduce program disruption and cost while protecting the client's investment. Our partners have a global presence so we are able to offer highly skilled local and international installation and service engineers depending on the requirements of the project in hand.

OPERATE

To guarantee cost-effective solutions and a wide range of product choices to our clients, we operate on a project basis instead of a product basis. We provide operation and maintenance support services throughout the whole project process and after handover. We offer a full range of comprehensive preventative and emergency service and upgrade plans to future-proof our clients' investment.

HOW WE WORK

We maintain that our solutions satisfy the Design, Implementation and Operation phases of a project, ensuring the best return on investment and ongoing operational cost while satisfying the flexible, scalable and sustainable continuity criteria of any business.

We deliver the latest and most innovative products and solutions manufactured and supported by the best in field.
Essentially all products conform to the latest international and local certification and accreditation requirements.

TRADS' criteria in selecting products and service providers:

- Premium Quality
- Conformance to local and international standards
- Flexibility to meet future requirements
- Ease of installation
- Conceptually innovative design
- Proven track record
- Extensive post-sales/installation support network



Arthur Hamilton
Managing Director/Founding Partner

Arthur, the founder of TRADS, has over 25 years of experience in managing the business. Soon after completing his telecommunications apprenticeship, he established his own business in Hong Kong in 1991, supplying products and services to the Financial, Telecommunications and IT industries. After having expanded the business to Singapore and the Middle East and Africa, Arthur now directs operations from TRADS' Dubai office.

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Justin Emery
Sales Director and Partner

Armed with an MBA and over 20 years of experience in Sales and Marketing, Justin is in charge of business development, project management and contract negotiations. Based in the Singapore head office, Justin primarily controls TRADS' business in Southeast Asia.

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