



# COMPANY PROFILE

Block B-B43-195, SRTIP  
University City, Sharjah

-  
Office No. 12, Dar Al Salam Tower,  
Corniche St., Abu Dhabi

[www.adviopt.com](http://www.adviopt.com)



## ABOUT ADVIOPT

We are more than just a service provider—we are your comprehensive business partner. We help organizations source essential materials and overcome operational challenges in today's fast-changing corporate landscape. Through General Trading, IT Infrastructure & Software Solutions, Consultancy, and Business Support Services, we drive performance and growth.

Our experienced team delivers tailored solutions, from sourcing and procurement to business setup, digital marketing, and operational support—allowing you to focus on scaling your core business.

To strengthen our global offering, we have partnered with SMP Material Handling Equipments LLP (India) to establish SMP Global Equipments, dedicated to marketing and selling advanced Material Handling Equipment (MHE) worldwide (excluding India). This venture combines SMP's manufacturing expertise with Adviopt's international reach, delivering innovative and reliable solutions for logistics, warehousing, construction, and manufacturing.

We're here to help you succeed.

# VISION & MISSION



## Vision

To be the most trusted global partner, empowering businesses through innovative solutions, transformative technologies, and world-class partnerships. We aspire to drive sustainable growth, enhance operational excellence, and create lasting value across industries and international markets, while shaping a smarter and more connected future.



## Mission

Our mission is to deliver integrated business, technology, and trading solutions that simplify complexity and unlock opportunities for our clients. We are committed to fostering long-term partnerships, providing world-class services in general trading, IT, consultancy, and material handling, and driving innovation that empowers organizations to thrive in competitive global markets. By combining expertise, reliability, and strategic collaboration, we strive to create measurable value, sustainable growth, and lasting impact across every industry we serve.

# HOW WE WORK

We understand each client's unique challenges and goals and aim to address their specific needs. We thrive to develop sustainable and meaningful relationships with our clients by providing a comprehensive range of services that cater to their needs and requirements.



## Client-Centric Approach

We prioritize understanding each client's goals and challenges to provide solutions that truly fit their needs.



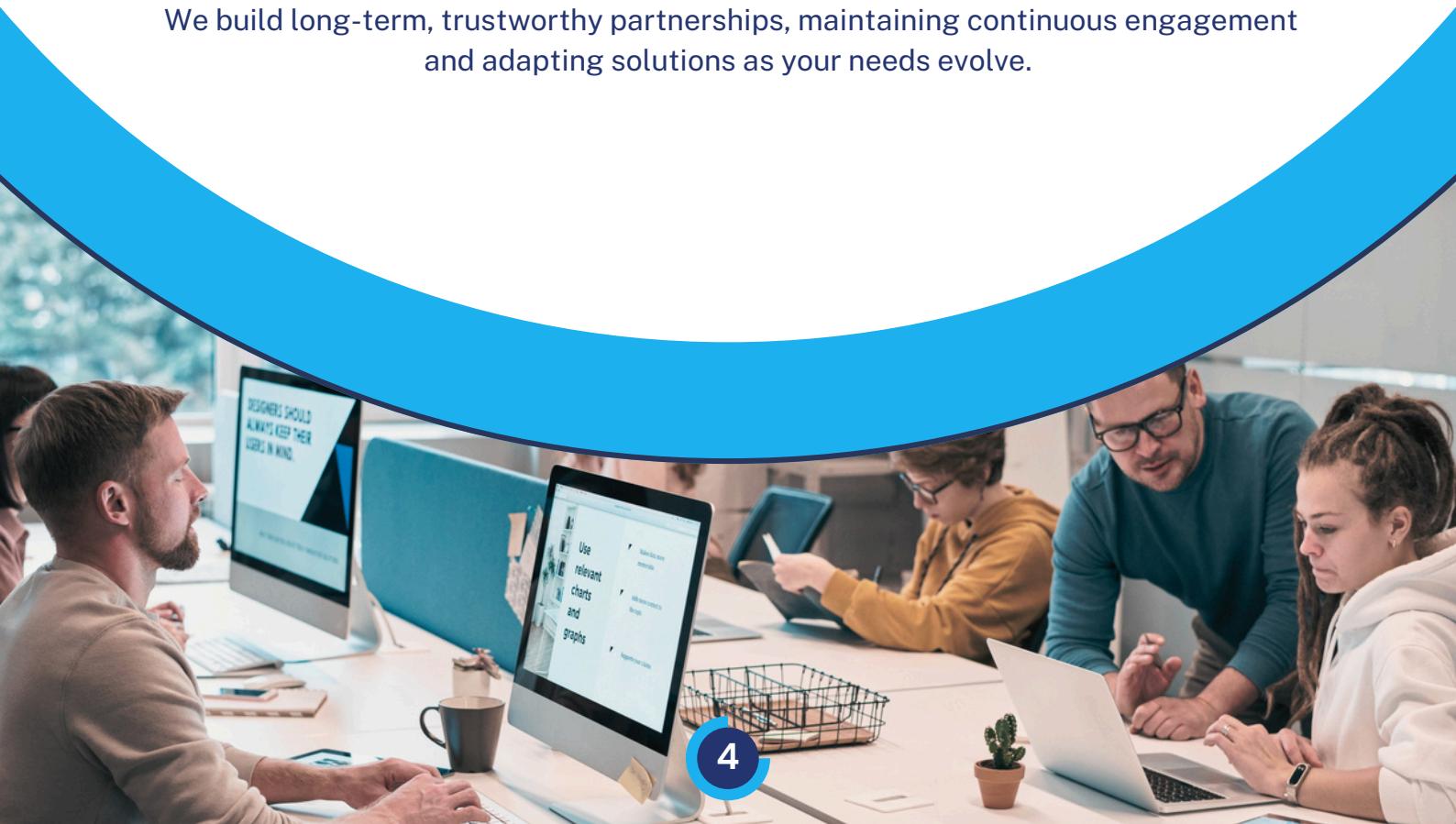
## Comprehensive Services

We offer a wide range of services to address diverse requirements, ensuring holistic support for every client.



## Sustainable Relationships

We build long-term, trustworthy partnerships, maintaining continuous engagement and adapting solutions as your needs evolve.





## WHY CHOOSE US

At ADVIOPT, we combine deep industry expertise with innovative technologies to deliver reliable, scalable, and future-ready solutions. Our commitment goes beyond service delivery—we partner with our clients to drive transformation, efficiency, and long-term success.

-  Extensive Domain Expertise
-  Tailored Solutions
-  Operational Excellence
-  Innovation-Driven Approach
-  Trusted Partnerships
-  End-to-End Services
-  Commitment to Quality



## OUR BUSINESSES





# ADVIOPT

## GENERAL TRADING

Adviopt General Trading is a cornerstone of our diversified business, driving value through strategic sourcing, global distribution, and market-focused brand development. With an extensive international supply network and deep industry expertise, we deliver consumer goods, industrial equipment, electronics, and specialized materials to meet the evolving needs of multiple sectors.

Our strength lies in our ability to identify market needs and provide tailored procurement solutions that align with client objectives. Leveraging long-standing partnerships with trusted manufacturers and logistics providers, we ensure efficient, reliable, and scalable supply chains. Our dedicated team navigates complex markets and regulatory environments to deliver consistent value—on time and within budget.

In addition to sourcing and distribution, we focus on brand development and go-to-market strategies for emerging and established products. Through data-driven market research, innovative marketing campaigns, and strategic retail and B2B partnerships, we help brands enter and expand in competitive markets with confidence.

With Adviopt as your trading partner, you gain more than a supplier—you gain a strategic ally committed to growth, reliability, and sustainable market success.

# OUR CAPABILITIES

Global Sourcing & Procurement <

> Competitive Pricing

Multi-Industry Expertise <

> Customized Solutions

Quality Control & Compliance <

> Robust Supply Chain Infrastructure

Brand Development & Market Entry <

> Marketing & Promotion

# PRODUCTS WE DEAL WITH



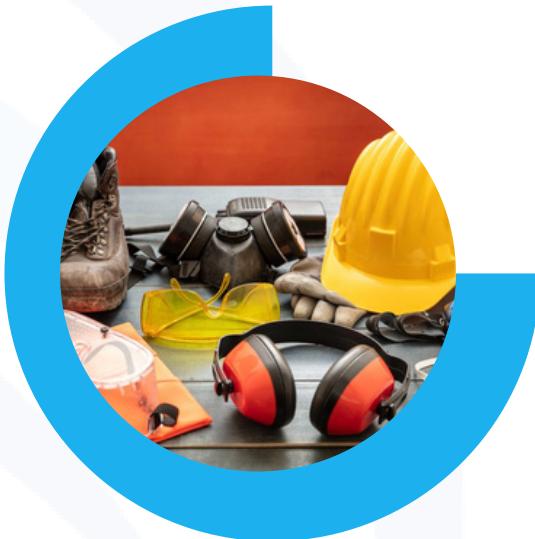
## WPC PRODUCTS

We provide premium Wood-Plastic Composite (WPC) solutions including decking, cladding, ceiling, and fencing, designed to withstand GCC's climate. Combining durability, aesthetics, and eco-friendliness, our WPC range is ideal for both residential and commercial projects.



## BUILDING MATERIALS

We supply a wide range of high-quality building materials, from structural essentials to finishing products. Our solutions ensure strength, sustainability, and cost efficiency for diverse construction projects across the region.



## SAFETY EQUIPMENTS

We supply a comprehensive range of safety gear and protective solutions that adhere to international standards. Designed for industrial, construction, and commercial use, our products ensure maximum protection, reliability, and workplace safety.



## ELECTRICAL EQUIPMENTS

We offer a wide range of electrical components and systems designed to ensure safe, efficient, and reliable power distribution. Our solutions support residential, commercial, and industrial applications, meeting the highest standards of performance and safety.



## IT PRODUCTS

We deliver a comprehensive range of IT solutions, from high-performance hardware and networking systems to software and peripherals that drive efficiency. Our products are designed to support digital transformation, enhance connectivity, and ensure reliable, future-ready business operations.



## FMCG PRODUCTS

We source and supply a wide range of FMCG products, including premium-quality rice and food grains from trusted Indian producers. Ensuring freshness, nutrition, and consistency, our solutions meet international food safety standards and provide a reliable supply for diverse market needs.



ADVIOPT IT Solutions is dedicated to enabling businesses to thrive in the digital age. We provide end-to-end technology services that are scalable, secure, and tailored to the unique requirements of each client. From initial strategy to implementation and ongoing support, we ensure organizations have the right tools to operate efficiently, innovate rapidly, and remain competitive in a fast-changing environment.

Our expertise spans across IT consulting, managed services, and infrastructure solutions, helping clients design, deploy, and maintain technology ecosystems that align with their business objectives. We deliver reliable cloud computing platforms, robust cybersecurity frameworks, and proactive technical support services that guarantee seamless operations and minimized downtime. By leveraging global best practices and advanced technologies, we transform IT from a support function into a driver of business growth.

What sets Adviopt apart is our client-centric approach. We don't just deliver technology—we build long-term partnerships by understanding each client's challenges and goals. With a team of experienced IT professionals and a global support network, we ensure every solution is future-ready, resilient, and aligned with international compliance standards. At Adviopt, IT is not just about systems—it's about creating secure, intelligent, and agile platforms that empower businesses to grow with confidence.

Beyond infrastructure, Adviopt specializes in data analytics, business intelligence, and custom software development. We empower organizations to extract actionable insights from their data, automate processes, and deploy innovative digital solutions that create measurable value. Whether it's developing enterprise applications, integrating legacy systems, or enabling AI-driven decision-making, our solutions are designed to enhance productivity and accelerate digital transformation.

# OUR CAPABILITIES

IT CONSULTING <

> NETWORKING SOLUTIONS

HARDWARE & SOFTWARE SALES <

> PRINTER SALES & SERVICES

MANAGED IT SERVICES <

> CCTV SOLUTIONS

ERP & CRM SOLUTIONS <

> CUSTOM SOFTWARE DEVELOPMENT

MOBILE APP DEVELOPMENT <

> SOFTWARE INTEGRATION

## IT CONSULTING

ADVIOPT offers expert IT consulting to align technology with business goals. We guide digital transformation, system upgrades, cloud migration, cybersecurity, and platform integration, delivering optimized infrastructures, actionable roadmaps, and measurable results for sustainable growth.

## NETWORKING SOLUTIONS

ADVIOPT provides secure, high-performance networking, including LAN/WAN setup, wireless, VPNs, and advanced security. We design scalable infrastructures for seamless communication, real-time collaboration, and reliable performance across all locations and devices.

## HARDWARE AND SOFTWARE SALES

We now offer comprehensive IT hardware and software sales, providing cutting-edge solutions tailored to meet diverse business needs. Our team ensures reliable sourcing, competitive pricing, and expert support to help clients achieve seamless technology integration.

## PRINTER SALES & SERVICES

ADVIOPT offers a comprehensive range of printers—from essential models to advanced multifunctional units—tailored to diverse business needs. Our dedicated support team ensures minimal downtime by promptly resolving malfunctions and breakdowns, keeping your operations running smoothly and productively.

## MANAGED IT SERVICES

Provide end-to-end management of IT operations, offering proactive monitoring, maintenance, and support to ensure optimal performance, security, and minimal downtime. ADVIOPT acts as a strategic IT partner, handling everything from infrastructure management and network security to help desk support and system updates—allowing businesses to focus on their core operations while we ensure their technology runs smoothly and efficiently.



## CCTV SOLUTIONS

ADVIOPT delivers end-to-end CCTV solutions designed to enhance security and provide reliable surveillance. With cutting-edge technology and seamless monitoring systems, we help safeguard your premises and ensure peace of mind.



## ERP & CRM SOLUTIONS

ADVIOPT delivers tailored ERP and CRM solutions to unify finance, HR, inventory, sales, and customer service. Our implementations enhance efficiency, data accuracy, collaboration, and customer engagement, ensuring seamless deployment, adoption, and scalable growth.



## CUSTOM SOFTWARE DEVELOPMENT

ADVIOPT creates bespoke, scalable, and secure software tailored to your business needs, including enterprise platforms, mobile apps, and internal tools. Our agile approach ensures fast deployment, seamless integration, and solutions that boost productivity and competitive advantage.



## MOBILE APP DEVELOPMENT

Design and build intuitive, high-performance mobile applications tailored to client needs, aimed at boosting customer engagement, streamlining operations, and ensuring seamless accessibility across iOS and Android platforms. ADVIOPT leverages modern frameworks and user-centric design to deliver scalable, feature-rich mobile solutions that align with business goals.



## SOFTWARE INTEGRATION

Deliver seamless integration of new software solutions into existing IT infrastructures to ensure unified, efficient, and secure workflows. ADVIOPT specializes in connecting diverse systems, applications, and data sources to enhance interoperability, reduce operational silos, and maximize the value of enterprise technology investments.





ADVIOPT Consultancy Services are designed to help businesses streamline operations, optimize resources, and achieve long-term sustainability. We recognize that each organization faces unique challenges, and our role is to provide strategic guidance and practical solutions that enable companies to focus on growth while we manage the complexities of compliance, administration, and operational efficiency.

Our expertise spans HR support services, administrative solutions, procurement advisory, and customer support strategies, ensuring that our clients benefit from both day-to-day operational stability and long-term strategic planning. We assist organizations in building effective structures, strengthening internal processes, and aligning their resources with business objectives—ultimately boosting efficiency and performance.

Project management forms a key component of our consultancy portfolio. From planning and execution to monitoring and delivery, we provide the frameworks and leadership needed to ensure that projects are completed on time, within scope, and to the highest standards. In addition, our marketing and branding consultancy helps organizations enhance visibility, develop strong brand identities, and build market positioning strategies that resonate with target audiences.

What sets Adviopt apart is our partnership-driven approach. We don't just act as advisors—we integrate with our clients' teams to understand their goals and challenges deeply. By combining industry expertise, data-driven insights, and innovative practices, we help organizations build resilient business models, strengthen customer relationships, and drive sustainable growth in today's competitive marketplace.

# OUR SERVICES



## Project Management

Delivering projects on time, within budget, and to specification requires discipline and expertise.

ADVIOPT brings project management excellence to your organization, enabling effective planning, execution, and monitoring of all types of initiatives.

- End-to-end project planning and execution
- Timeline and budget tracking
- Stakeholder coordination and reporting
- Risk management and mitigation strategies
- Use of industry-standard project management tools



## HR Support Services

We help organizations build and manage high-performing teams by offering strategic and operational HR support. Whether you're setting up HR processes from scratch or optimizing existing ones, ADVIOPT ensures compliance, consistency, and people-first solutions.

- Recruitment and onboarding support
- HR policy development and compliance
- Payroll coordination and employee benefits management
- Performance management systems
- Training and development planning



## Administrative Support

Efficient administration is key to running a smooth operation. ADVIOPt provides reliable administrative solutions that help reduce workload, improve organization, and boost productivity.

- Calendar and scheduling management
- Document preparation and data entry
- Business correspondence and reporting
- Travel and logistics coordination
- Process optimization and automation support



## Marketing & Branding

Your brand is your business's identity. ADVIOPt supports you in developing a compelling brand presence and marketing strategy that captures attention and drives engagement.

- Brand identity development (logo, tone, visuals)
- Digital marketing strategy and content creation
- Social media management and campaign planning
- Market research and competitor analysis
- Marketing performance tracking and optimization



**WE PROTECT YOUR PRODUCT  
INCREASE YOUR STORAGE  
IMPROVE YOUR LABOUR PRODUCTIVITY**

**ADVIOPT** and **SMP Material Handling Equipments LLP (India)** have entered a strategic alliance by forming **SMP Global Equipments**, a specialized joint venture dedicated to marketing and distributing high-quality Material Handling Equipment (MHE) worldwide, excluding India. This collaboration brings together Adviopt's extensive international presence with SMP's proven expertise in manufacturing and engineering MHE—creating a powerful synergy that ensures clients receive cutting-edge, reliable, and cost-effective solutions tailored to their operational needs.

SMP Material Handling Equipments LLP, founded in 2000 and headquartered in Chennai and Kerala, is a respected manufacturer and supplier of a wide range of MHE products—such as battery-operated and articulated forklifts, scissor lifts, pallet trucks, stackers, tow trucks, platform trucks, and more. With a reputation for engineering durable, efficient, and safety-driven equipment, SMP is also allied with well-recognized brands like Jaldoot and Tusker, further strengthening its portfolio and market presence in India. These alliances, combined with decades of experience, reinforce SMP's position as one of India's leading names in material handling solutions.

Through SMP Global Equipments, customers across the globe will gain access to a comprehensive portfolio of advanced MHE solutions backed by Adviopt's strong logistics and after-sales support network. From end-to-end supply and installation to maintenance, spare parts availability, and technical training, we provide complete lifecycle support to ensure maximum uptime and productivity. By integrating world-class engineering from India with global service excellence from Adviopt, SMP Global Equipments delivers unmatched value—helping businesses improve efficiency, reduce costs, and build safer, more sustainable operations worldwide.

# OUR PRODUCTS



## BATTERY OPERATOR PALLET TRUCK (BOPT)

Our range of battery-operated pallet trucks is designed for durability, high load capacity, and maximum operator safety — delivering high performance to enhance your intralogistics efficiency.



## HAND PALLET TRUCK

Ensures smooth horizontal movement within operating areas. Fork lowering speed is fully controllable through both hand controls and a foot pedal for enhanced precision and safety.



## MANUAL STACKER

Designed for reliability and ease of use, the Manual Stacker enables smooth maneuverability and effortless operation in confined spaces. Built with a sturdy frame and precision controls, it ensures safe lifting, lowering, and handling of loads, making it an ideal solution for warehouses, retail floors, and light industrial applications.



## SEMI ELECTRIC STACKER

Our semi-electric stacker is designed for easy operation and enhanced efficiency. Built for strain-free handling, it combines electric lifting with manual movement, ensuring smooth performance, improved safety, and reliable load handling in everyday warehouse operations.



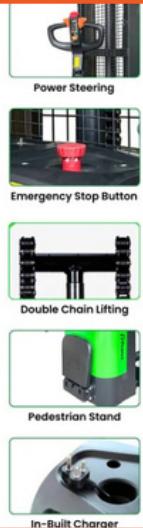
## DRUM STACKER

Featuring a durable powder-coated finish resistant to normal corrosion, this heavy-duty, reinforced construction ensures maximum strength and long-lasting performance.



## SEMI ELECTRIC DRUM STACKER

Engineered for efficient and safe drum handling in warehouses and industrial settings, this stacker features a battery-powered lifting system with a clear battery level indicator for operational readiness. An integrated emergency stop button further enhances safety, ensuring reliable and controlled drum handling at all times.



## FULLY ELECTRIC STACKER

Designed for maximum efficiency and effortless operation, the Fully Electric Stackers combines powerful lifting capabilities with smooth maneuverability. Ideal for warehouses and industrial settings, it ensures safe, reliable, and strain-free handling of heavy loads.



## SEMI ELECTRIC DRUM STACKER

A hardworking and reliable solution for any warehouse. Designed for effortless maneuverability and high performance, it delivers smooth lifting and precise handling, making it ideal for efficient material handling at various heights. Built for durability and ease of operation, this stacker ensures safe and strain-free handling of heavy loads.



## ELECTRIC FORKLIFT

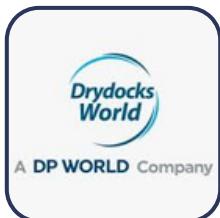
Boost your warehouse efficiency with this high-performance electric forklift. Engineered for smooth lifting, easy maneuverability, and operator comfort, it delivers reliable and safe handling of heavy loads. Ideal for demanding industrial environments, it combines durability and precision to enhance productivity and streamline material handling operations.



## PARTS & SERVICES

Reliable support for all your equipment needs. SMP Global Equipments provides high-quality parts and professional maintenance services to ensure peak performance and extended equipment life.

# OUR CLIENTS



## GET IN TOUCH

Have questions or want to learn more about our solutions? Our team at ADVIOPT is here to help. Reach out to us for inquiries, support, or partnership opportunities — we'll get back to you promptly.



+971-58-8613917  
+971-56-5757569



info@adviopt.com  
sales@adviopt.com



www.adviopt.com



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Your name

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