



Danah Integrated Facility Management

Creating Value for Clients

Company Profile

2024





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المرافق المتكاملة

DANAH INTEGRATED
FACILITY MANAGEMENT



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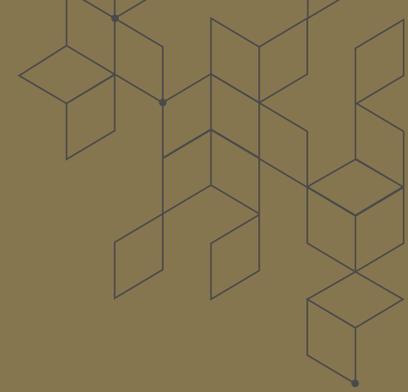
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DANAH INTEGRATED
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DIFM Company Overview

CREATING VALUE FOR CLIENTS





Danah Integrated Facility Management



Al Rashid Trading and Contracting Company was established in 1957 and expanded vigorously in field of contracting. RTCC was awarded to build numerous houses, college campus, medical centers, infrastructure, water supply works and railway projects from renowned clients.

In 2020, DANAH Real Estate - Facility Management Division well known as DIFM was established as sister company of RTCC and is providing Integrated Facilities Management to properties owned by RTCC. These properties include multiple Residential and Commercial Buildings, Highrise Towers, Mega Mall and Hotel.

Since its inception Danah DIFM is committed to provide quality-oriented services and to create sustainable working and living conditions for the end users of properties.

The company is looking forward towards organic growth and to become a leading provider of Integrated Facilities Management and Support Services to Clients through a team of experts with in-depth knowledge and specialization in various FM and QHSE Services.





DIFM Vision and Mission



VISION

To lead the Saudi Facilities Management market as a preferred and trusted service provider by delivering cost effective, innovative and quality service; and by creating safe and better working and living environment.



MISSION

Provide exceptional and sustainable Facilities Management solutions creating value for our clients.





What makes us different:



DANAH Facilities Management provides a full range of Integrated Facilities Management Services:

SEAMLESS TRANSITION

Planning & change management for successful implementation and business continuity.

UNDERSTANDING CLIENT NEEDS

Effective IFM services, alignment of IFM spend to client budgets & requirement. Over 85% achieved on scorecards across the projects.

DELIVERING VALUES

Assets longevity with proper PPM schedules and maintenance plans for reduced breakdowns & extended operating life.

FINANCIAL STRENGTH

Maturity, strong balance sheet & funding for growth opportunities.

CAPABILITY

Focus on large scale, complex maintenance management projects needing Integrated facility management.



DIFM Value Propositions



We operate as per our values which are core strength of the company. DIFM looks into its team to live the values and ensure staff are trained to the highest standards thereby sharing the commitment and excellence with our clients.



CLIENT ENGAGEMENT

Competent and dedicated facilities management team that understands the client's requirements and help them achieve business objectives.



RISK MANAGEMENT

Manage Risk through proactive evaluation.



INNOVATION

Access to new technology and ability to enhance evolution by integration of modern technology in to existing operations.



EXCELLENCE

Effective management and resource allocation driving operating efficiencies.



SAFETY

Develop and execute safety regulations which helps in making the facility/project a safe place to work & live.



DIVERSITY & EMPOWERMENT

Improve in engagement, retain top talent, accelerate professional development, make space for creative work, workforce with a range of characteristics, skills, experience levels etc.



COST OPTIMIZATION

Reducing operating expenses and extending lifecycle of assets through timely, preventive maintenance.



SUSTAINABILITY

Listening and evolving together, helping and supporting each other for the sake of a collective goal.



Certifications, Accreditations and Affiliations



- ▶ ISO 9001 - Quality Management
- ▶ ISO 14001 - Environmental Management
- ▶ ISO 45001 - Occupational Health and Safety Management
- ▶ ISO 41001 - facilities Management
- ▶ ISO 55001 - Asset Management
- ▶ ISO 18788 - Physical Security Management
- ▶ ISO 22301 - Business Continuity Management

- ▶ BICSc - British Institute of Cleaning Sciences (Accredited Training Member)

- ▶ MEFMA Corporate Member
- ▶ British Safety Council
- ▶ SFG 20
- ▶ FSI GO
- ▶ iAuditor





Project Sectors



DANAHI IFM provides state of the art integrated facilities management services to the following sectors:



RESIDENTIAL



COMMERCIAL & MIXED UTILITIES



RETAIL



LEISURE & HOSPITALITY



HEALTHCARE



EDUCATION



FINANCIAL



INDUSTRIAL



Integrated Facilities Management Approach

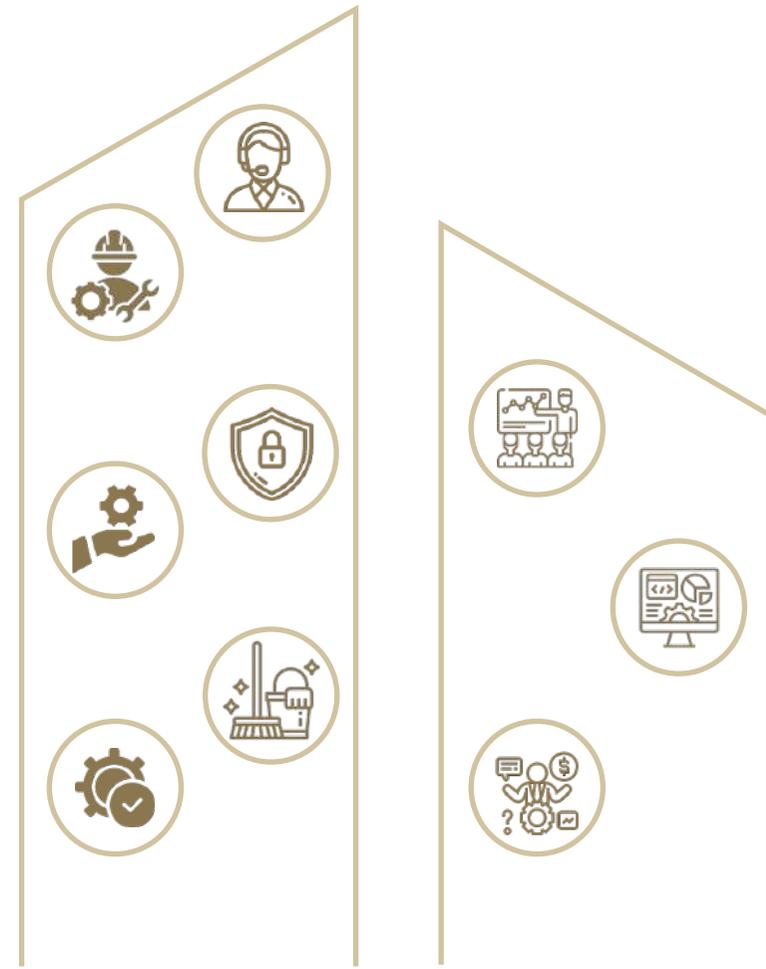


DANAH Facilities Management provides Integrated Facilities Management Services, by packaging all your property services under one contract and under one management team. Packaging your services allows you to increase efficiencies, lower costs, improve energy performance and manage fewer contractors.

Our highly professional Facilities Management experts provides services tailored to clients' needs and budgets, these may be full range of services or one or two services as required by the client.

Whether it's a one-time consultancy or a long-term strategic partnership, our professional team provide customized and cost-effective solution suited to each client requirements.

Our focus is always on excellence, innovation, quality assurance, cost effectiveness and full satisfaction of the client. Our exceptional and sustainable services solutions create long term value for the clients in terms of asset life longevity and life cycle costs.





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DIFM Services



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Hard Service

DANAH provides a full range of IFM Services:

Our Hard Services are based on state-of-the-art maintenance strategies, which increase equipment availability, reduce number of failures and down time, reduce maintenance cost and increase life span of assets. With our competent technicians across the Saudi Arabia, we have the unique capability to deliver customized maintenance services. Our flexible delivery models and range of specialisms enables us to tailor cost -effective service to your contract, addressing the specific requirements at each of your locations.

Within our CAFM System we have developed maintenance schedules covering 40 types of building systems from SFG20, the international standard for building maintenance.

- Maintenance Efficiency = $\text{Maintenance Man Hours} / \text{Operating}$
- Maintenance Effectiveness = $\text{Operating Time} / \text{Operating Time} + \text{Down}$
- Building Maintenance
- MEP Systems Maintenance
- HVAC Systems Maintenance
- Low Current Systems maintenance
- Utilities and Infrastructure maintenance
- Civil Works
- Renovations & Modifications





Soft Services

Being an accredited member of British Institute of Cleaning Science (BCIS), our Cleaning Teams deliver a healthy and welcoming environment for your customers and visitors. We know that a good consistent cleaning standard can make a big difference to people's perception of your business and its brand. To achieve this, we focus on developing the core cleaning skills of our staff and frontline supervisors through our dedicated training center. Our housekeeping staff are trained to use the internationally recognized standards. Our trainers are qualified for 23 skill units as BICS assessors.

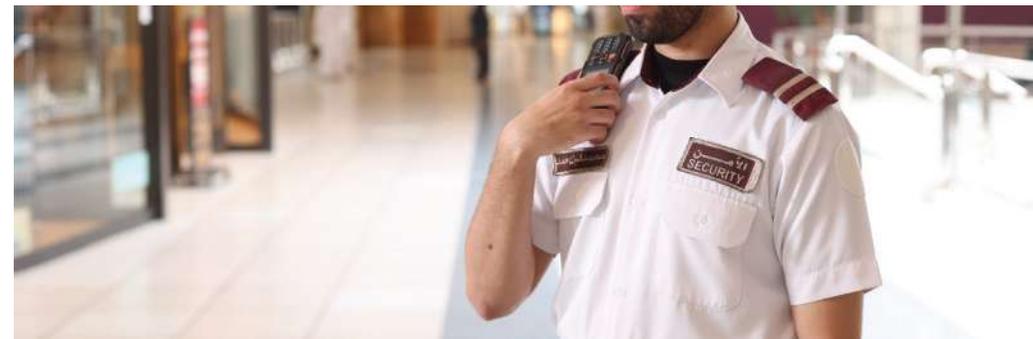
- Janitorial Services
- Hospitality Services
- Landscaping
- Pest Control
- Facade Cleaning
- Waste Management
- Sanitization
- Concierge & Reception



Security Services

Security needs vary from site to site and we have capability to customize as per client requirements. We offer highly Professional and efficient security services to ensure safeguarding your customers, employees, facilities and physical assets. All our security personnel are selected based on their skills and trained to handle the latest security procedures.

- Manned Security
- Surveillance
- Technical Installations
- Workplace Emergency Management
- Consultation

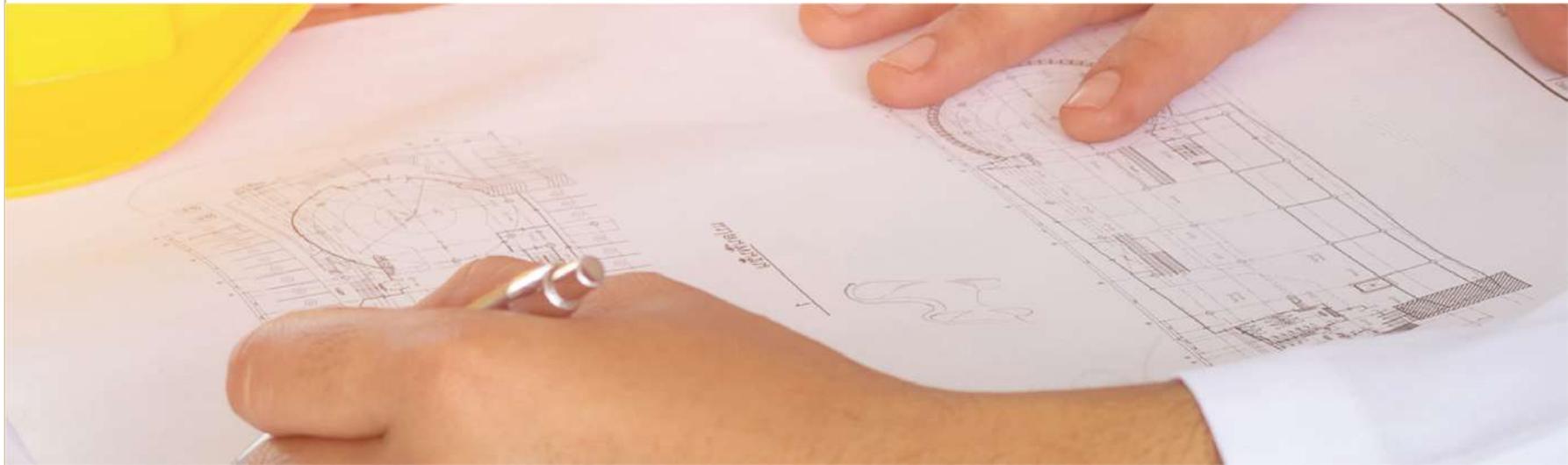




Support Services

For seamless and smooth business operation effective management of support services is essential. We have a highly capable team for managing support services to improve business performance. These services may be part of the IFM contract or can be provided separately on client request.

- Contract Management
- Utilities and Infrastructure Management
- HSEQ Compliance and Management
- Performance Management
- Transportation management
- Computer Aided Facilities Management and Coding
- Transition and Handover Management
- Helpdesk and Call Center Management
- Energy Management
- Supply Chain Management





Specialized Services

Being an IFM service provider, DANAHA Facilities Management has Strategic Partnership with reputable Specialized Service Providers to deliver best operation and maintenance services of Specialized Systems to the Client. We make sure that all our sub-contractor follows HSEQ requirement of Client, DANAHA FM and International Standards.

- Elevator & Escalators
- Fire Alarm & Fire Fighting Maintenance
- Access Control
- Building Management System (BMS)
- Maintenance of backup generators
- Security System Control
- Fire protection, detection, suppression
- Recycling
- Automatic Doors & Roll-Up shutter
- Digital signage





Consulting Services

DANAH FM has the expertise to provide consulting services to clients in their problem areas and provide solutions to help them to optimize cost, risk and performance in their facilities management operation.

- Maintenance Strategies
- Planning and scheduling-increasing manpower efficiency
- Asset Management-Optimize Cost-Risk-Performance
- Inventory Management
- FM Key Performance Indicators
- Quality Assurance and Performance Management
- Policies and procedures
- Energy Conservation





Customer Services

DANAH FM services are customer satisfaction focused. In vision of this, our Customer Services / Helpdesk provides 24/7 centric services. They deal with all FM related service enquiries, and will provide the essential coordination between client requests and the service delivery team. Our staff is trained to communicate and handle in Arabic and English.

Our Customer Services team will log all facilities and maintenance requests against client, regions, zones, buildings and services into our CAFM system. Our system will allow tasks to be monitored and tracked seamlessly from initial request right through to completion, and will also provide a flexible and scalable call handling solution as per business needs.

A periodic Customer Satisfaction Survey is being conducted to monitor the performance of the customer service team.

All our Customer Service Operators are given the following training:

- Customer Service Skills
- Complaint Handling
- Call & Escalation Management and Overview of Contract
- Service Agreements/SLAs and KPIs

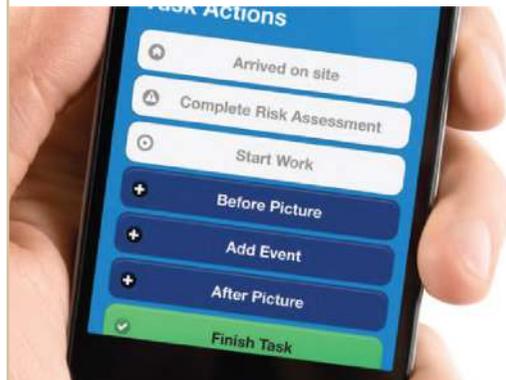




CAFM System & Reporting

DANAH FM operates, extremely powerful, easy-to-use web accessible facilities management software called FSI. FSI provides DANAH and its Clients with critical on demand operational data for its users and Operators in any location. It offers a single, or holistic view of your buildings and maintenance activities, and can easily track reactive and planned maintenance activities, service level agreements, critical spares, buildings, assets and people. In simple CAFM helps manage your facilities. Stay on top of work orders, track customer requests, optimize asset life-cycles and manage preventative maintenance. Trend Analysis of data lead to continuous improvement.

Our inhouse CAFM team can also customize daily, weekly or monthly auto generated email reports that come directly out of Concept Evolution.





Training

DANAH IFM training center provides training and development for the primary areas of Facilities Management division, which includes HSE, Quality, Housekeeping, Technical and Soft Skills.

Each service line is headed and led by a recognized industry expert which allows our clients to benefit from industry best practice, new trends in facilities management and innovative ways of cultivating environments for strong and efficient performance.

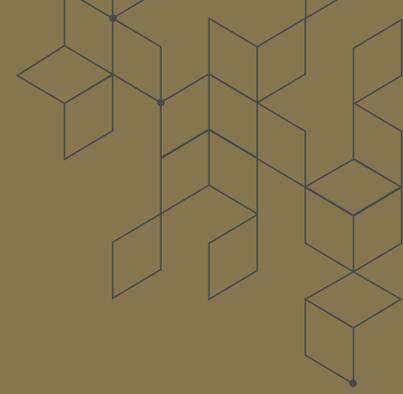
All operatives are required to attend the training before been deployed onto any site. Apart from regular trainings, Toolbox Talks and ad-hoc trainings are onducted with field staff as per need.





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Key Projects

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Key Projects



AL RASHID RESIDENCE TOWERS



- 📍 Project Location: Al Khobar
- 🏠 Project Type: Residential
- 📏 Scope: Total Facilities Management
- 👷 Delivery: Specialized services|Hard service | Soft service|Custodial services |Security services
- 📐 Area: 170,449 Sqm

AL RASHID MALL



- 📍 Project Location: Al Khobar
- 🏠 Project Type: Commercial
- 📏 Scope: Total Facilities Management
- 👷 Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- 📐 Area: 424,816 Sqm

NADA RESIDENTIAL COMPOUND



- 📍 Project Location: Al Khobar
- 🏠 Project Type: Residential
- 📏 Scope: Total Facilities Management
- 👷 Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- 📐 Area: 109,730 Sqm
- 🏠 Units: 128



Key Projects



DANAH RESIDENTIAL COMPOUND



- Project Location: Al Khobar
- Project Type: Residential
Scope: Total Facilities Management
- Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- Area: 80242 Sqm
- Units: 104

AL RASHID RESIDENCE



- Project Location: Al Khobar
- Project Type: Residential
Scope: Total Facilities Management
- Delivery: Specialized services
Hard service | Soft service
Custodial services | Security services

AL YAMAMA RESIDENTIAL COMPOUND



- Project Location: Riyadh
- Project Type: Residential
Scope: Total Facilities Management
- Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- Area: 211,495 Sqm
- Units: 214



Key Projects



AL YAMAMA RESIDENTIAL COMPOUND II



- Project Location: Riyadh
- Project Type: Residential
- Scope: Total Facilities Management
- Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- Area: 199,437 Sqm
- Unit: 209

AL YAMAMA RESIDENTIAL COMPOUND III



- Project Location: Riyadh
- Project Type: Residential
- Scope: Total Facilities Management
- Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- Area: 301,000 Sqm
- Units: 316

AL RASHID CENTER



- Project Location: Riyadh
- Project Type: Commercial
- Scope: Total Facilities Management
- Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- Area: 128,893 Sqm



Key Projects



AL RASHID TOWER



- Project Location: Riyadh
- Project Type: Commercial
Scope: Total Facilities Management
- Delivery: Specialized services|Hard service | Soft service|Custodial services | Security services
- Area: 35,332 SQM

GRAND HYATT HOTEL & RESIDENCES



- Project Location: Al Khobar
- Project Type: Hospitality
Scope: Soft Services
- Delivery: | Soft service| Security services
Area: 109,262 SQM



DIFM Clients

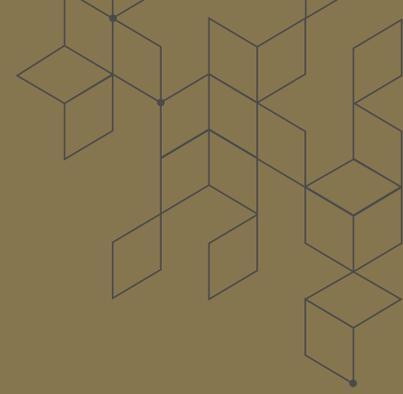


	برج دانة DANAH TOWER	مركز الراشد AL RASHID CENTER	برج الراشد AL RASHID TOWER	قرية الندى AL NADAH VILLAGE
	قرية الدانة AL DANAH VILLAGE	قرية اليمامة AL YAMAMA VILLAGE		



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DIFM Standalone Services

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Danah Landscaping Services



Our services are completely supported by an extensive workforce and a full organization of managers, enabling us to take on and complete small and large scale projects with total efficiency.

SOFT LANDSCAPING



LAWN MAINTENANCE

This includes roadside walkways, residential gardens, cricket and football fields, mowing, edging, pest treatment, fertilizer application, aeration, and dethatching for lawn areas.



PLANTING BED MAINTENANCE

These maintenance activities include pruning, trimming, weeding, thinning, mulch upgrading, pest control, fertilizer application and gap filling operations.



TREES AND PALM CARE

To maintain the trees' natural shape and physiological integrity while pruning and trimming them, an arborist must apply fertilizer and conduct specialized inspections.



SEASONAL

This includes the regular plant maintenance such as weeding, thinning, pest control, fertilizer application, gap filling operations as well as replacement of seasonal as required based on the season.

IRRIGATION SYSTEM MAINTENANCE

In order to guarantee the most effective use of water and avoid both small and significant damage to the irrigation equipment, irrigation system maintenance is required. Danah IFM offers maintenance programs for all residential, commercial and industrial projects.

Danah IFM coordinates, diagnoses and (as required) repairs the client's irrigation system/s to preserve the landscaping all year round. Specialists ensure adequate supply of irrigation water through drip lines, sprinklers and spray heads to planting beds and turfs. Regular maintenance reduces the occurrence of leaks and preventative maintenance of pump stations eliminates expensive breakdowns. The company's maintenance services include: multi-electrical and mechanical inspections, parts replacement and prompt provision of a detailed report with any recommendations required, whilst maintaining the system in operation at all times





Danah Landscaping Services



LANDSCAPE LIGHTING MAINTENANCE

Good quality and well-maintained lighting are essential for the safety (and success) of any outdoor project. Danah IFM's qualified personnel ensure all landscape lights are well maintained, in working order and carry out replacements promptly whenever necessary.



HARD LANDSCAPE MAINTENANCE

Hard landscaping includes roads, paths, cladding, and other landscape elements composed of various hard materials such as quartzite, granite, sandstone, pebbles, wood, and concrete with decorative and pattern imprinted on it. Danah IFM provides a variety of maintenance services which ensure increase their durability and longevity of service life.





Danah Façade Cleaning Services



ROPE ACCESS

Working-at-height experts in cleaning all type of Building Envelopes & Structure.



LEADING TECHNOLOGIES

Our rope access technicians provide innovative solutions and deliver the Safe, high-quality service you require.



EXPERIENCED PROFESSIONALS

We are having Highly trained and IRATA-certified staff.



COST EFFECTIVE

We will do the project in the quickest period feasible, at a reasonable cost, and we provide on-time service with sufficient equipment.



CONSISTENT QUALITY

Our rope access specialists analyze every project individually, ensuring the best access approach is utilized for each specific task.



24/7 SERVICES

Our Rope Access Technicians are on standby 24/7 to cover all your needs.



Danah Facade Cleaning Services



FACADE CLEANING SERVICE



GLASS CLEANING (INTERNAL AND EXTERNAL)



PANELS CLEANING



CONCRETE WASHING



CANOPIES WASHING



STEEL STRUCTURE CLEANING



WINDOW CLEANING



FACADE CLEANING



PRESSURE CLEANING

DIFM provides a high-standard external and internal facade cleaning service for whole types of facilities from retail shops to high- or low-rise, corporate and residential buildings DIFM uses a wide range of solutions for facade cleaning including Rope Access Solution, Mobile Window Cleaning System, and Boom Lifts.

As the Industrial and corporate buildings with tall glass panels demand periodic cleaning from time to time in order to maintain its appearance as well as to increase its life span. We have got intensive expertise in façade cleaning with high range façade cleaning services including internal & external glass cleaning, panel cleaning, as well as steel structure cleaning, marble, concrete or canopies washing, and many other similar services offered to our clients only by DIFM.

We can offer our façade cleaning services in Central, Eastern, and Western regions of Saudi Arabia.



Danah Manned Security Services



TRUSTED ONSITE SECURITY SERVICES

Our on site security services are intended to give residential, commercial, healthcare, industrial, educational, leisure and hospitality sector a physical presence and 24-hour protection. We send out skilled, trained security guards who can deal with and prevent theft, vandalism, illegal entry, and other security-related events.

DIFM manned guards will protect, observe and report promptly any unusual activity in the area.

We ensure that our Guards are out performing their duties and helping us exceed our client expectations. The Security personnel deployed on sites are not only the face of our company, but they are also the first point of contact for our clients and their visitors. Keeping this in mind, we carefully recruit and polish them with the skills needed to make a lasting impression on every passer-by.





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Property Management



CREATING VALUE FOR CLIENTS





Property Management



Dana Real Estate have a highly skilled and marketing team that is well-trained to manage projects through a specific and effective sales funnel management system. Using KPI's, metrics and measures, our team manages effective campaigns and transactions in commercial and residential projects. Danah Real Estate also has extensive expertise in leasing, sales and marketing of real estate projects, services include:



REAL ESTATE SALES & MARKETING

- Developing marketing plans for real estates project
- Developing information and communication plans
- Planning and exacuting advertising campaigns
- Online marketing services



LEASING SERVICES

- Preparing effective leasing plans to attract top and well-known tenants
- Contract management
- Collection services
- Developing sales plans with milestones and timeline
- Developing and managin the sales prospect database
- Managing the complete process from prospecting to closing and from contracting to after-sales support



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