

# systems integrationasia

VOL. 20 ISSUE 6  
JUNE 2021

20th  
Anniversary

AUDIO | VISUAL | CONTROL | COLLABORATION | UNIFIED COMMS

## AV OVER IP REVISITED



Techno Q: Living by Example,  
Benchmarking Quality



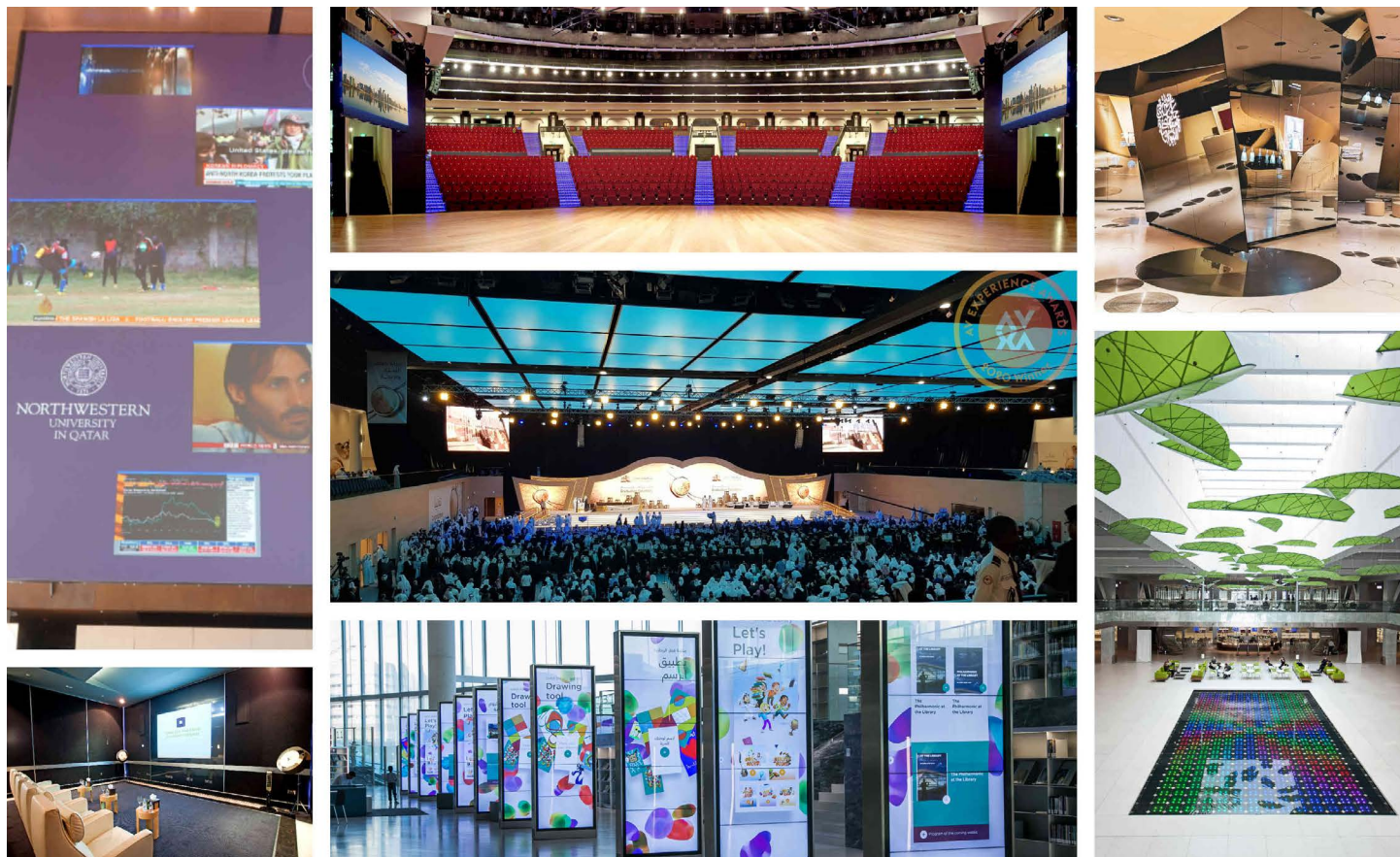
Tradition on Trend for Robe at  
OT Cities Nanning



# Techno Q: Living by Example, Benchmarking Quality

*Qatari audio-visual systems integration major stands strong amid tough times to celebrate Silver Jubilee*

*By Ram Bhavanashi*

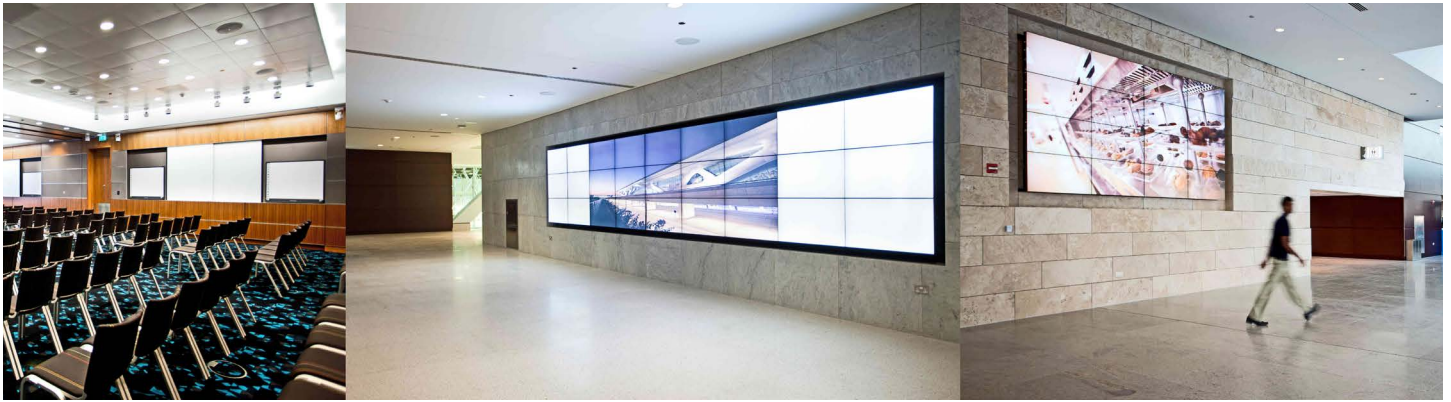


*Techno Q Founders Zeyad Al Jaidah and Abdulla Alansari*

***Techno Q – one of the top audio-visual systems integrators in Qatar – has come a long way from where it began two-and-half decades ago. From a humble home theatre company 25 years ago, the Doha-headquartered AV integration firm has evolved to be a brand in itself through its impressive journey.***

***Undeterred by the current challenging environment all around, the company is celebrating its Silver Jubilee anniversary- both as a mark of successful journey and its resilience for excellence.***

***SI Asia interacted with the company Founders Zeyad Al Jaidah, and Abdulla Alansari on their vision of business with AV excellence through the country's prosperous evolution. Excerpts:***



*Qatar National Convention Centre: Techno Q's biggest project till date*

**SI Asia: Congratulations on the grand occasion. How does it feel- both personally, and as Founders of Techno Q?**

**ZEYAD:** I feel very proud, and it certainly doesn't seem as if 25 years have gone by. It feels like just yesterday when Abdulla and myself first embarked on this journey. We feel we are really blessed to have grown into the company we are today.

**ABDULLA:** Indeed, it does feel like yesterday. One of the things we are most proud of are the people that have worked with us over those 25 years. Many of them joined the company fresh from university as junior executives, and today have grown to become managers and senior engineers, holding key positions, adding value to both their careers and the company. Furthermore, everyone at Techno Q shares the same passion and enthusiasm. There's a great vibe, and I think this strength is Techno Q's forté.

**SI Asia: What inspired you to set up Techno Q? What was the company's mission and vision?**

**ZEYAD:** To be honest, the company vision has changed over the years as we've moved from a focus on home theatre and automation equipment, to corporate meeting rooms, professional audio-visual solutions and full ICT. While we've admittedly

undergone a lot of change, there's one thing we've always kept constant- our focus on customer satisfaction and ensuring that clients trust our expertise.

It was a very different landscape in Qatar when we founded the company back in 1995. We knew how difficult it was going to be to source local talent and expertise, and we knew that we'd have to build these competencies into our teams in order to meet all of our customers' needs. Providing quality service with right technology solution for optimum usage and user experience has been our mission from the beginning.

**SI Asia: How different was the market back then, and how has Techno Q evolved?**

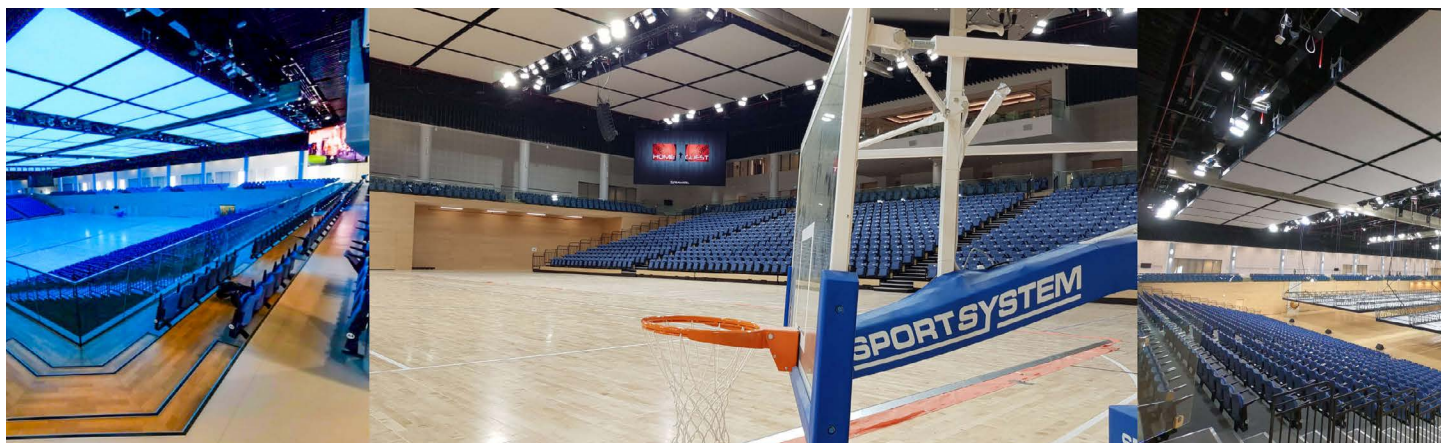
**ZEYAD:** The market has evolved greatly, both in terms of technology and competition. When we started, CRT projectors were a very common sight on projects; today they are practically extinct and have been replaced by either LED video walls or laser projection. Similarly, huge changes have been experienced with audio. Nowadays, almost everything is software-oriented, and the business has switched from selling boxes to selling a technology solution. Customer awareness has significantly improved.



***“A journey of 25 years comes through great efforts; a resolute drive through knowledge, expertise, hard work, employee-connections and focus on customer service with sustainable approach. Techno Q characterises all that. We're fortunate to be part of this identity.”***

**Maged Amin, Head of Design – Audiovisual**





*Qatar University Sports & Entertainment Complex: TechnoQ's AVIXA Award-winning project for 'best flexible space experience'*

(With a delicate connect to the customer awareness) Market in Qatar now has become so fiercely competitive, that most companies are offering the same work for the same prices. What differentiates one company from the other is the extra experience and value they add on top.

**ABDULLA:** Unfortunately, it's not healthy competition; instead, it's been marred by unprofessional, and cost-driven decisions, compromising quality and functionality. Understandably, this is going against the spirit of genuine growth, and has been negatively impacting the AV industry.

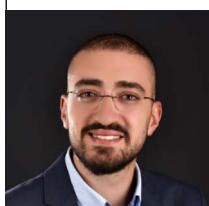
**SI Asia: What were the challenges that characterised Qatar's market then compared to now?**

**ZEYAD:** If it was a problem of being too small when we first started out, now it is the issue of our being big. We struggled to compete with the big players in the early days, while today we are challenged by smaller companies who do everything possible to lower prices. There has also been increased competition from other companies in the region, from UAE and Saudi Arabia, in particular.

**SI Asia: What role has Techno Q played in shaping the Qatari, and regional markets, up until now?**

**ZEYAD:** A decade ago, the goal for us was that Techno Q should become the first name in people's minds for any requirement of AV/ICT technology. Today, we can proudly say that we have largely achieved this objective and have become the benchmark for quality and precision in AV technology deployments. We were the first AVSI in Qatar to achieve ISO certification, and the fact that many others followed us, speaks volumes about how we've contributed to shaping the market.

**ABDULLA:** In the simplest terms possible, we introduced global expertise into the local market. Before we entered the integration business, it was common practice for clients to fly in professionals from outside Qatar, normally from the US, Europe, or Dubai – spending huge amounts of money. We changed this approach completely. Whatever the customer demanded from expensive overseas engineers, programmers, or designers, we made sure it could be offered locally, with in-house competence. Today, we are able to offer complete A–Z solutions to our customers. They don't need



***“Techno Q to me is like a family, an academy, more than a company. The standards of life and business that we live and take to market is something that vibes me with pride. Spending 15 years of quality life and professional excellence, and still counting, is an honour and blessing by God.”***

**Mohanad Is Hak, Senior Project Manager**



*Qatar National Museum Gallery 11: Techno Q's prestigiously executed most immersive AV install*

to step outside of the country or outsource for any expert work. This often made us the more-appealing solution compared to working with international companies and has also helped to elevate the country's stakes on the global stage.

### SI Asia: How have you been able to accomplish this?

**ABDULLA:** We studied market trends and customer mindsets, as well as kept exploring a variety of markets and their technology landscapes. We also invested heavily in proficient and skilled staff to ensure that we possessed the in-house talent for almost anything a customer would expect. Our technical teams are periodically educated on the latest technologies hitting international markets. That keeps us abreast of the best solutions and enables us to offer solutions that are on par, if not better, than more advanced markets. Simultaneously, we've achieved global standards of acknowledged excellence through training and certifications.

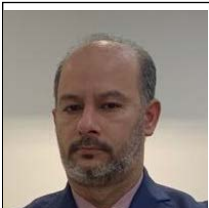
### SI Asia: What success stories define Techno Q's journey so far?

**ZEYAD:** There have been quite a few milestones. The first was a home automation project for the Prime

Minister's residence. This was a very key project for the company, and if anything had failed, it would have been difficult to move forward after that. It was a huge blessing that everything went according to plan. The second major milestone was when we started getting involved with very big projects, starting with Weill Cornell University in 1999, followed by the College of Arts & Science of Qatar University.

More recently, we were very proud to get involved with the Qatar National Convention Centre which – at 90-plus million Rial – remains one of our biggest single projects to-date. That project catapulted us to new heights, not only in terms of our financial strength, but also our experience in technology deployments. Now, with the FIFA World Cup happening in Qatar, we believe our involvement in outfitting the stadiums with the latest technology will help make Techno Q a success in the global marketplace.

**ABDULLA:** The underlying factor of all our success has been the integrity of the business case we build every time we win a project deal. The standards of technology integration we bring to a project, the innovation we show in our application, and the user experience we create, they all form integral parts of our success.



***"Joining as a young, fresh graduate and spending almost half of my life with Techno Q is a unique feeling. It's been so reassuring; full of pride, precious sentiment, and satisfaction. For me, Techno Q defines life and profession to perfection."***

**Aftab Ahmed, Deputy Sales Manager**

**ZEYAD:** I would say our success has been due to our ability to be both proactive and reactive; to propose ideas that bring in new user experiences and contribute to their adoption, and by responding to the market demand and delivering in the desired fashion. We dedicate a good amount of time to research, studying and testing a particular technology before proposing it to a prospective client.

**SI Asia: With COVID-19 coming in quick succession with the Blockade, how has that impacted Techno Q in particular?**

**ZEYAD:** To be honest, the Blockade only made us stronger – the country and Techno Q. It has enabled us to become more resilient, more self-reliant and stronger than ever. While our country's leadership demonstrated a great vision and activism, something that has made the whole country very proud, Techno Q had its own advantages. We no longer have any competition coming from outside the country and people have seen the benefits of using a local company as their solution provider.

**ABDULLA:** On the other hand, COVID is a global phenomenon, and we are part of it. Projects relating to hospitality and travel got postponed, but other segments progressed at a slower than normal pace.

We handled the situation with prudence and an optimisation of resources and did all we could, to reassure our clients. We are active in a market sector that is actually key to enabling the world to communicate without travelling, both locally and overseas. We put that expertise to best use, and continued our business.

**SI Asia: How do you look into the future? What are your plans and priorities for the next 25 years?**

**ZEYAD:** We certainly have global ambitions, and would like to branch out beyond Qatar's borders. Qatar has always kept us busy locally; the amount of projects happening here has been so overwhelming

that there was no justification for us to send teams or open offices in other territories. But it's always been our dream to go global.

**ABDULLA:** An important part of our vision is also to breed a new generation of leadership. For 25 years, Zeyad and I have invested our energies into building up this company and creating skilled and certified professionals. As we begin seeking foreign markets, we feel it's time we instilled these leadership qualities at a higher level, so that they can lead the cause as we have envisioned.

**SI Asia: As one of the countries long-running and successful AV companies, what's sense of responsibility does Techno Q's takes to the market?**

**ZEYAD:** I think our responsibility is, and has always been, to live by example. We have become the benchmark not only for AV integration standards but also business practices and professional ethics. Ironically, the market situation currently is the opposite. Therefore, we feel that a part of our responsibility is to make our clients, and those in government aware of the situation, and try to foster in them the same sense of responsibility. This is not purely altruistic, but for the simple reason that bad business practises will spoil the industry, and ultimately the country's reputation too.

**ABDULLA:** We have also managed to create a unique work culture. The company is very much like one big family, and this is obvious by the number of professionals that join us as young junior executives and are elevated up through the ranks over time to become mature professionals. That creates both a reputation and responsibility, and the stakes only go up as we move further into future.

Techno Q

**Techno Q**  
Your Dedicated Partner