



Qatar is part of RIOR, one of the most expansive regions in the world, which means Gunnebo's products are increasingly in demand – including its electronic safe deposit locker system.

Safe deposit lockers an expanding business in the Middle East

Gunnebo's unique solution for automated safe deposit lockers – the electronic SafeStore Auto – is on the rise in the Middle East. To date, 12 units have been installed in the UAE and Qatar alone, and interest in the solution is increasing.

"I learned about this solution when I was working as senior manager of administration and properties for Doha bank Qatar back in 2002. When I decided to start up my own business, I decided I should market unique solutions. In mid-2004 I purchased 49 per cent of an existing company called Saneem Trading & Import Co., in which SafeStore Auto was one of the products in the company portfolio," says Abdull-Naser A. Dawoud, Managing Director of Saneem Trading & Import, distributor of SafeStore Auto in Qatar.

Four years later, six units have been installed for Doha bank, a bank whose chairman, Sheik Fahad Bin Moh'd Bin Ja'bor AlThani, has a very futuristic vision

where the Doha bank should be a leader within banking technology and give state-of-the-art service to its customers.

FOR MEN AND WOMEN

"We have chosen to target the SafeStore Auto solution towards two customer segments: ladies and businessmen. Ladies because they tend to keep their jewellery, and businessmen because they need secure storage for important documents. A common denominator for both is that 24/7 access is required," says Abdull-Naser A. Dawoud.

"SafeStore Auto is the perfect solution for both target groups since all installations are centrally located and available 24/7. At the same time, the system very much supports Doha bank's overall mission – to be one of the leading banks in technology and level of customer service."

For Doha bank, Gunnebo has also developed a customised solution for central administration of the six installed units, where the software SafeNet allows

central management and administration of all systems installed.

BRIGHT FUTURE

"Banking is a business that has been developing strongly in recent years in this region, and this is a development we foresee continuing for some years to come," says Jacob Touma, General Manager Gunnebo West Asia. "In this region, banks are very open to new solutions as long as they add value for all parties concerned, which is the case for SafeStore Auto, as it not only adds value by offering unique 24/7 service but also turns a bank's non-profit SDL business into a profitable one. Therefore we see a bright future ahead for solutions like SafeStore Auto!" ■



Abdull-Naser A. Dawoud sees a bright future for the SafeStore Auto in the Middle East. Twelve units have already been installed.