



BOSTON STRATEGIES INTERNATIONAL
Global growth. Guaranteed.

Selected Engagement History in the Water Industry

Case Studies in Marketing and Company Development

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Our Purpose

Boston Strategies International

is a consultancy that facilitates investment in major capital programs through project cost estimating, value chain engineering, targeted strategic sourcing, and supply contract negotiation.



Saudi Arabia's groundwater will run out in the next 13 years. The drop is largely due to agricultural consumption, which makes up 95 percent of total usage. Industrial and human consumption make up the remaining 5 percent. Saudi Arabia relies mainly on its groundwater, which accounts for 98 percent of its total water sources and water produced from desalination plants



The total investment opportunities in "Al Jubail" reaches upwards of \$150bn, including infrastructure works, industrial, residential and commercial projects. Similar opportunities exist in Industrial cities and the mining sector .



Abdullah A M Al Khodari & Sons (EPC) is going the route of private sector contracts following a tough 2015, slashing up to 9,000 jobs after losing almost 50% of government contracts. With the private sector in Saudi holding only 20 - 30% of total construction in the Kingdom, Al Khodari is targeting the GCC and Africa in 2016 and beyond.

Selected Engagement History in the Water Industry

Unique Business Offering & Guaranteed Performance

Unique Business Offering

- BSI offers a unique business consultancy to world class utility clients as well as corporate support services, to help develop supplier management practice, refine vendor performance evaluation, reform organizational structure, and advise on supply chain strategic planning.

Guaranteed & Measured Productivity

- We also contribute to and guarantee measured productivity and operational improvement in the business areas above, based on internationally accredited and measurable scientific approach, universally acknowledged performance tracking methods, and KPIs.

Predictable & Strong Analytical Platform





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About Boston Strategies International

- Boston Strategies International was founded in 1998 with Offices in USA, UAE, India, Bahrain, Qatar, Saudi Arabia, China, Colombia, Iraq, Nigeria, Mexico, and the UK.

Our core service offering:





BSI Products & Solutions

Water Industry Portfolio

- BSI offers a comprehensive portfolio of products and solutions designed to help top water industry executives develop their business to exploit opportunities within the utility sector.
-

Strategic Supply Chain Planning

- We have ingenious options to serve different geographical areas and various business sizes using a proven and structured approach to strategic supply chain planning, including study of market, products and services.
-

Capital Investment Mitigation

- Provide advice on market-leading, and innovative solutions to industrial and utility customers that mitigates the scale of capital investments, saving the associated cost.
-

Renewable Energy Integration

- Advise on deployment of energy saving systems enabling peak capacity, flexible water supply services, coupled with additional integration of renewable energy solutions.
-

Smart Distribution Networks

- Develop smarter distribution networks, meet upcoming economic restraints and tougher environmental targets, removing investment bottlenecks.
-

Social Responsibility Verification

- Verification of social responsibility message, and reducing enterprise carbon footprint and CO2 emissions resulting from growing peak demand on infrastructure.

Other Reasons Why Clients Hire BSI



- Technical expertise that they don't have in-house or in the department that needs it
- No 'entry costs' (hiring, training & development) and 'exit costs' (redeployment, termination) that come with permanent hires
- Quicker delivery time, compared to permanent hires (no training or development time)
- Repeatable price benchmarking methodology, tools, and experience – not 'asking for favors' every time
- Supplemental bandwidth / resources

The Water Sector: Objectives & Responsibilities





Our Work for Water Service Providers





Case Study – Sales, Distribution, and Marketing Operations

ABOUT THE CLIENT

Client	Water and Power Technology Company
Location	Saudi Arabia
BSI Service or Solution	Training, Organization, and Development

Background

- This client required a modern sales, distribution, and service operation in order to provide total solutions in project material supplies and technical services.

Project Description

- Securing and managing a cohesive range of technical partnerships centred around boilers, hydronics, drainage, piping, and sanitary products.
- Building and coaching projects, engineering, sales & service teams.
- Distribution and logistics optimization.
- Developing, installing, and implementing an ISO 9001; 2008 TQM system.

Results

- Aligned business with employee performance, helping the company successfully penetrate the construction, energy, and retail markets competing head-on with long-established local trading and technical service enterprises.
- Company revenue increased tenfold in less than three years.
- Successfully launched a retail operation with full warehousing, inventory control and logistics support.
- Installed ISO 9001 TQM system with all associated modern operating systems in place.

Case Study – Prequalification and Contract Negotiation Support

ABOUT THE CLIENT

Client	Global Water Treatment Company
Location	USA / UK / Saudi Arabia
BSI Service or Solution	Tender Design and Management

Background

- Advised the board of directors on the company's operations in international markets, directing sales and business development activities in water and waste water treatment, desalination, ion exchange, process engineering and specialty chemicals in Iraq, Kuwait, UAE, Oman, Sudan, Yemen, Tunisia, and Cyprus, with a refined client base predominantly located in the Gulf and MENA territories in the Oil & Gas and utility sectors.

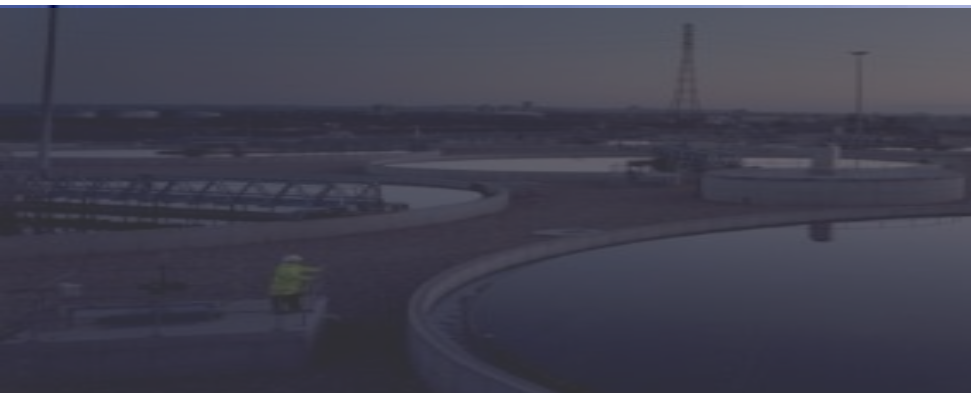
Project Description

- Successful and prompt completion of a comprehensive prequalification process.
- Performed extensive PR and networking to enhance the company's image and its global positioning.
- Performing technical presentations to key clients and business partners.
- Supported regional projects and tendering activity, winning substantial lucrative contracts.
- Establishing a contract and JV negotiations framework, including BOT partner contracts development.
- Client relationship building and management.

Results

- Generated a remarkable influx of profitable engineering, supply, and install EPC contracts from high profile regional and top tier global clients exceeding the projected territorial export targets.

Case Study – Market Penetration



ABOUT THE CLIENT

Client	Global Water Solution Provider
Location	Saudi Arabia
BSI Service or Solution	Tender Design and Management

Background

- Provides water and waste water treatment solutions through system design and process engineering, as well as specialty chemicals solutions for utilities, municipal, and industrial water markets.

Project Description

- Prequalified and registered the company with major Oil & Gas producers and world class EPC contractors operating in the Gulf and MENA regions.
- Championed business development activities.

Results

- Managing and support of engineering, production, project delivery, and commissioning activities of water and waste water treatment projects in the energy sector.
- Successful record-time penetration of major Oil & Gas producers, utilities (power & water), and world class EPC contractors market in the Gulf and MENA regions with a quick return on investment in time and resources.



Case Study – Development of Marketing Strategy



ABOUT THE CLIENT

Client	Global Water Solutions Provider
Location	Saudi Arabia
BSI Service or Solution	Sales Representation

Background

- Provides water and waste water treatment solutions through systems as well as specialty chemicals for both municipal and industrial sectors.

Project Description

- Developed a strong brand identity.
- Designed and launched International advertising & marketing activities.
- Events management on a global scale - GCC, Europe, & the USA
- Developed a progressive and strategic marketing operation including PR, event management, advertising, along with coordinating activities related to other organizations, be it private, non profit or public.

Results

- Fostered a consistent and coherent bold image of success and integrity.
- Created a sharp corporate identity, both in-kingdom and internationally, that reflected strongly in corporate sales revenues and profitability.



Case Study – Sales and Business Development



ABOUT THE CLIENT

Client	International Water Technology Company
Location	MENA / Saudi Arabia
BSI Service or Solution	Training, Organization and Development

Background

- Launching of an electromechanical, industrial trading, and contracting company focused on the design, supply and installation of infrastructure, water and waste water transmission, distribution, and treatment as well as pump station projects tendered by CDR and other Lebanese government and private organizations.

Project Description

- Participated in design and cost analysis of various aspects of infrastructure piping, pump stations, water hammer analysis, and hydraulic profiling.
- Market and competitive environment analysis.
- Sales and service operations planning and implementation.
- Assessed MEP projects to determine viability and profitability.

Results

- Successful market launch of: industrial pumps, valves, DI pipe and fittings and instrumentation systems, developing sales channels and penetrating the market with high quality engineered products and solutions to the entire satisfaction of clients.
- Established a respectable market share amongst veteran players with lucrative profit margins.
- Launched a highly profitable turn key MEP and water treatment contracting operation.



Our Work for EPC Clients





Case Study – Logistics and Distribution Optimization

ABOUT THE CLIENT

Client	Technical Contracting Company
Location	Saudi Arabia
BSI Service or Solution	Training, Organization, and Development

Background

- A leading construction, industrial, trading, and technical services group with over 2,000 staff and in excess of SR1Billion in annual revenues.

Project Description

- Revamping and refining company internal documentation and procedures for classification with ministries and government departments.
- Assessed opportunities for performance improvement.
- Developing employee evaluation criteria.

Results

- Produced a sophisticated company prequalification package, satisfying top clients quality requirements and inspection standards.
- Developed a modern website / portal and designed Corporate brochures.
- Successfully launched and supervised the ISO TQM system implementation.
- Set up an all new commercial, distribution, and customer service operation.



Case Study – Developing a Value Chain Strategy

ABOUT THE CLIENT

Client	Engineering & Construction Group - Water & Power Projects
Location	Saudi Arabia
BSI Service or Solution	Contract Negotiation

Background

- The company serves the power, petrochemical, water and wastewater, oil and gas industries in Saudi Arabia through electro-mechanical products, services, and engineered systems.
- Contract negotiations
- Formulating a value chain strategy

Project Description

- Launched and supervised a highly profitable trading, technical services, and contracting business to supply, install, and serve the oil and gas, energy, desalination, and industrial construction market segments, which offers comprehensive electromechanical (ANSI and API pumps, ASME VIII pressure vessels) instrumentation (flow, level, pressure and temp transmitters) and power generation (MV) solutions.

Results

- Successfully managed the delivery of prestigious EPC contracts: Tank farms, piping packages, and manifold tie-ins, cement plant turnkey piping JV contracts, marine MV Power Plant - (13.6KV / 20MW) MEP turnkey supply, install and start-up contracts - Inst. packages supply and install.

Case Study – Value Chain Strategy and Management

ABOUT THE CLIENT

Client	Technical Trading and Contracting – Water & Power
Location	Saudi Arabia
BSI Service or Solution	Value Chain Engineering

Background

- The operation provided contractors and end users (industries and utilities) with project supplies, procurement professional technical support, and first class commissioning services in partnership with prime international providers for vertical turbine pumps, pipeline ball valves, industrial valves - gate, globe, check, plug, HP butterfly valves, steam boilers, mega horsepower gas compressors, steam turbines for energy, petro-chemicals, and desalination applications.

Project Description

- Contractor support, including negotiations and procurement services
- Value chain strategy development.
- Scheduling critical spare parts supply program in unison with operations and maintenance programs.

Results

- Developed a specialized, coherent, highly-efficient, and successful supply chain system dedicated to managing clients' projects, spares supply, scheduling shutdowns, relocation, and maintenance programs saving much valuable down time and optimising capital and operational expenditure.



Case Study – Sourcing and Procurement

ABOUT THE CLIENT

Client	Trading & Construction Group
Location	Saudi Arabia
BSI Service or Solution	Value Chain Engineering

Background

- Launched a general trading, commercial agency, and sales operations enterprise representing a coherent group of engineered / industrial products principals: utility grade screw lift pumps (waste water), industrial UL / FM approved fire pumps, pre-engineered packaged pump systems, utility valves, penstocks, thermo-solar, and PV solar systems.

Project Description

- Sales operations
- Supply chain solutions
- Technical services

Results

- Focus on supply chain and procurement activities, targeting: general construction, utilities, industrial, and infrastructure markets and brought about excellent results, earning high respect amongst international EPCs and public sector clients alike.



Case Study – Company Restructuring and Management

ABOUT THE CLIENT

Client	Global Industrial Group
Location	Saudi Arabia
BSI Service or Solution	Training, Organization, and Development

Background

- Product portfolio – utility and ANSI process pumps, UL / FM fire pumps, pipeline ball valves, MV / HV elect. switch-gear, M.V. transformers, and substations, electric induction motors, power generators ,utility valves, penstocks and automatic control valves, water and waste water treatment systems.

Project Description

- Restructuring and reorganisation of commercial operations.
- Planning group marketing and advertising strategy.
- Group business development.
- Procurement and key accounts development and liaison.
- Marketing campaigns & events management
- Market research, product and project feasibility studies

Results

- Managed and restructured the trading and E&M technical services business unit including business development, marketing, commercial agencies, international supply chain, including technical support on project sales to major accounts in the energy, petrochemicals, power & water utilities and desalination market sectors, taking the operation to the next level increasing its revenue many fold in a record time.

Case Study – Strategic Planning and Reorganisation

ABOUT THE CLIENT

Client	Local Industrial Group
Location	Saudi Arabia
BSI Service or Solution	Training, Organization, and Development

Background

- Needed to identify further business opportunities and perform to structural reorganisation.

Project Description

- Formulating a business development strategy for growth & expansion.
- Conducting feasibility studies for potential business.
- Due diligence on industrial Joint Ventures.
- Taking over the responsibilities of developing and restructuring the commercial division.

Results

- Developed new business activities for group industrial units: steel, refrigeration, marine, plastics, aluminium, food and furniture, etc.).
- Established industrial joint ventures and long term partnerships.
- Supervised and advised on centralized group advertising and marketing.

Case Study – Marketing and Operations Research



ABOUT THE CLIENT

Client	General Contracting Company
Location	Saudi Arabia
BSI Service or Solution	Sales Representation

Background

- A prime distributorship of electrical power generating, earth moving, construction and agricultural equipment, automotive dealership serving a variety of sectors – transportation, agricultural, construction, power, civil, telecom, and consumer, etc.

Project Description

- Conducting market studies and operations research.
- Launching new products – earth moving equipment - power generators – automotive.
- Devised and implemented media advertising campaigns for more than forty overseas partners.

Results

- Implemented marketing, operations research, and media advertising campaigns for international principals manufacturers of power generation, heavy equipment and automotive products, truck and marine engines, diesel generators, tower cranes, concrete mixers, agricultural machinery, excavators and mobile cranes) rough terrain graders, off-road trucks.
- Developed the main target markets: general construction, automotive, transportation and agricultural market.
- Established the corporate image as well as partners brand names.



Conclusion





BSI's Unique Expertise in the Water Utilities

We provide end to end technical advice to utilities on water & waste water project evaluation and EPC bids due diligence services, Vendor / product research and independent expert assessment in the following fields:

Application	Area of Expertise
RO Skids	• Domestic potable water • Utilities water production • Sea water desalination • Municipal water supply • Drinking water for private housing developments • Green house irrigation
Media and Membrane Filtration	• Domestic potable water • Utilities water filtration • Municipal water supply • Drinking water for private housing developments • Pre filtration of RO water
Chemical Injection	• Injection of anti-scalants & biocides • Injection of coagulants and flocculants (wastewater) • Injection of bacteria into sewage to enhance decomposition of organic components
Pretreatment Skids - Heavy Metals, Iron, Manganese and Mercury Removal	• Potable water supply
Pre and Post Treatment Skids - Disinfection	• Disinfection of potable water from desalination operations (pre and post-RO treatment)
General Industrial Processing Wastewater Purification Treatment and Re-use	• In-plant sewage treatment • Tertiary Waste Water Treatment • Industrial Effluent Treatment • Zero Liquid Discharge



BSI Offers Expert Advice on Water Treatment Design & Build Solutions

Service	Application
Water Treatment Technologies	• Utilities and municipal water treatment utilizing cutting edge technologies and processes
Wastewater Treatment Systems	• Extended aeration, MBBR, SBR, and Membrane Bio Reactor (MBR) processes • Head works, grit removal, sludge dewatering, tertiary treatment, Hi reliability non-clog pumping stations • Packaged and mobile solutions
Filtration	• Media, ultra (membrane), cloth media, and automatic screens
Reverse Osmosis	• Seawater (SWRO) - Hi energy recovery - seawater intakes • Brackish water (BWRO)
Chemical, Physical, & Biological Treatment	• Disinfection and oxidation • Oil / water separation
Waste Water Reuse	• Industrial waste water reclamation • Dissolved Air Flotation (DAF)
Ion Exchange	• Demineralization



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