



**PHENIX**  
DEVELOPMENT

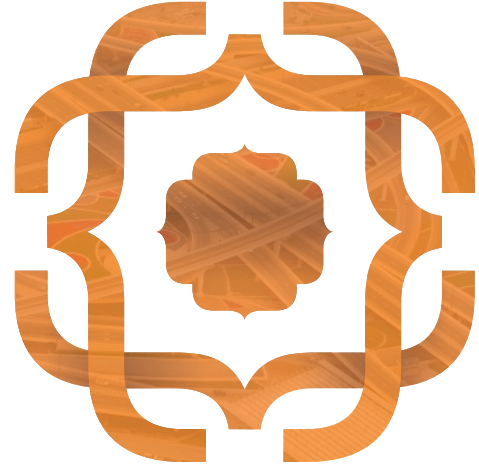


## ABOUT US

Has been established in Dubai Silicon Oasis (UAE) by well-experienced managers with solid background and confirmed knowledge in transport, parking and leisure infrastructure development.

## نبذه عنا

تأسست في واحة دبي للسيليكون (الإمارات العربية المتحدة) في عام ٢٠٢٣ على أيدي مديرين ذوي خبرة جيدة ولديهم خلفية قوية ومعرفة مؤكدة في مجال النقل ومواقف السيارات وتطوير البنية التحتية الترفيهية.



## نبذة عن الشركة

يقع مكتبنا في دبي، الإمارات العربية المتحدة، ونعمل في مواقع مختلفة – آسيا الوسطى ومنطقة الخليج وأوروبا الشرقية وأماكن أخرى حول العالم. يمكننا تشكيل فرق مخصصة للمشروع في موقعكم لتلبية احتياجاتكم وتوقعاتكم.

يمكننا دعم أنشطة  
التسويق والمبيعات  
الخاصة بكم بشكل  
فعال

We Can Effectively  
Support Your  
Marketing  
Activities & Sales

## COMPANY PROFILE

Our office is located in Dubai, UAE, we operate in different locations – in Central Asia, Gulf area, Eastern Europe and other places around the globe. To meet your needs and expectations, dedicated project teams can be formed at your location.

# PHENIX DEVELOPMENT

We combine deep local insight and experience with a global knowledge base to create sustainable societies and drive positive change for our clients.

# فينيكس ديفيلوبمنت

نحن نجمع بين الرؤية المتعمقة المحلية والخبرة مع قاعدة المعرفة العالمية لخلق مجتمعات مستدامة ودفع عملية التغيير الإيجابي لعملائنا

# OUR APPROACH

## منهجنا

Urbanization, climate change and globalization represent three of the biggest global challenges and megatrends – and they all have a profound effect on infrastructure and transport. PHENIX DEVELOPMENT is able to provide our valuable clients with customized solutions to ensure the mobility of people and goods regardless of transport mode.

التوسع الحضري وتغير المناخ والعولمة ثلاثة من أكبر التحديات والاتجاهات العالمية الكبرى التي لها تأثير كبير على البنية التحتية والنقل. فينيكس ديفيلوبمنت قادرة على تزويد عملائنا الكرام بحلول مخصصة لضمان تنقل الأشخاص والبضائع بغض النظر عن وضع النقل.

We constantly strive to achieve inspiring and exacting solutions that make a genuine difference to our clients, the end-users and society as a whole. We assist our clients in addressing their business challenges through smart solutions, facilitated by our skilled team in collaboration with your team members.

نسعى باستمرار لتحقيق حلول ملهمة ودقيقة تحدث فرقًا حقيقيًا لعملائنا والمستخدمين النهائيين والمجتمع ككل، كما نساعد عملائنا في مواجهة تحديات أعمالهم من خلال الحلول الذكية التي يوفرها فريقنا الماهر بالتعاون مع أعضاء فريقكم.

The concept of our smart solutions system blends the steps of the traditional planning process, one of the previously followed a rigorous and lengthy sequence of events – planning, design, implementation, operation, testing, and validation. An approach that incorporates smart solutions creates a more interdisciplinary process helps obtaining a product that fit best to the Client's needs.

يمزج مفهوم نظام الحلول الذكية لدينا بين خطوات عملية التخطيط التقليدية، وهي إحدى الخطوات المتبعة سابقًا في تسلسل دقيق وطويل للأحداث- التخطيط والتصميم والتنفيذ والتشغيل والاختبار والتحقق من الصحة. يشتمل نهجنا على حلول ذكية ويخلق عملية متعددة التخصصات تساعد في الحصول على منتج يناسب احتياجات العميل بشكل أفضل.

By bringing together our technical expertise, domain knowledge, and digital capabilities, we support our clients in driving improvement and developing new business models that are inherently sustainable.

نحن ندعم عملائنا في تنفيذ تقنيات مفيدة لتحسين العمليات وتطوير نماذج أعمال جديدة تكون مستدامة بطبيعتها من خلال الجمع بين خبراتنا الفنية ومعرفتنا بالمجال والقدرات الرقمية .

# OUR SERVICES

PHENIX DEVELOPMENT offer every service required for project development, completion, and maintenance in the sphere of transport, parking's and leisure infrastructure: advanced technical assistance including preparation of the master-plans for new projects, feasibility studies and front-end engineering design (FEED) with preliminary project costs estimate, marketing and sales support to develop your business.

## ENGINEERING & PM

The need for smart sustainable transport solutions has never been greater than it is today. Our engineering consultancy services focus on developing healthy, safe can infrastructure with which people can thrive, communities can evolve, and the environment flourish

---

We have a thorough understanding of all project stages involved from concept to completion — from architectural and infrastructure design, environmental and geotechnical assessment, legislative requirements, sustainable energy, transport planning and socio-economic implications, to planning strategy, phasing, and delivery.

---

Depending on the requirements of the project, we bring together the relevant specialists to work with an experienced master planning project manager. The project manager takes responsibility for internal communications and functions as the primary point of contact for the team.

# خدماتنا

تقدم فينيكس ديفيلوبمنت الخدمات المطلوبة لتطوير المشروع وإنجازه وصيانته في مجال النقل ومواقف السيارات والبنية التحتية للترفيه. المساعدة التقنية المتقدمة بما في ذلك إعداد الخطط الرئيسية للمشاريع الجديدة ودراسات الجدوى وأعمال الهندسة والتصميم الأولية، مع تقدير تكاليف المشروع الأولية، ودعم التسويق والمبيعات لتطوير عملكم.

## الهندسة وإدارة المشروع

لم تكن الحاجة إلى حلول نقل ذكية ومستدامة أكبر مما هي عليه اليوم. تركز خدمات الاستشارات الهندسية لدينا على تطوير بنية تحتية صحية وآمنة ينتعش ضمنها الناس وتتطور فيها المجتمعات وتزدهر فيها البيئة.

لدينا فهم شامل لجميع مراحل المشروع المتضمنة من المفهوم إلى الانتهاء - بدءًا من التصميم المعماري والبنية التحتية، والتقييم البيئي والجيو-تقني، والمتطلبات التشريعية، والطاقة المستدامة، وتخطيط النقل والآثار الاجتماعية والاقتصادية، إلى استراتيجية التخطيط، والمراحل، والتسليم.

واعتمادًا على متطلبات المشروع، نجتمع بين المتخصصين ذوي الصلة للعمل مع مدير مشروع تخطيط رئيسي ذي خبرة. يتحمل مدير المشروع مسؤولية الاتصالات والوظائف الداخلية ويعمل كنقطة اتصال أساسية للفريق.

# OUR KEY SERVICES

All projects require a certain amount of supervision and quality control to ensure an optimal end result.

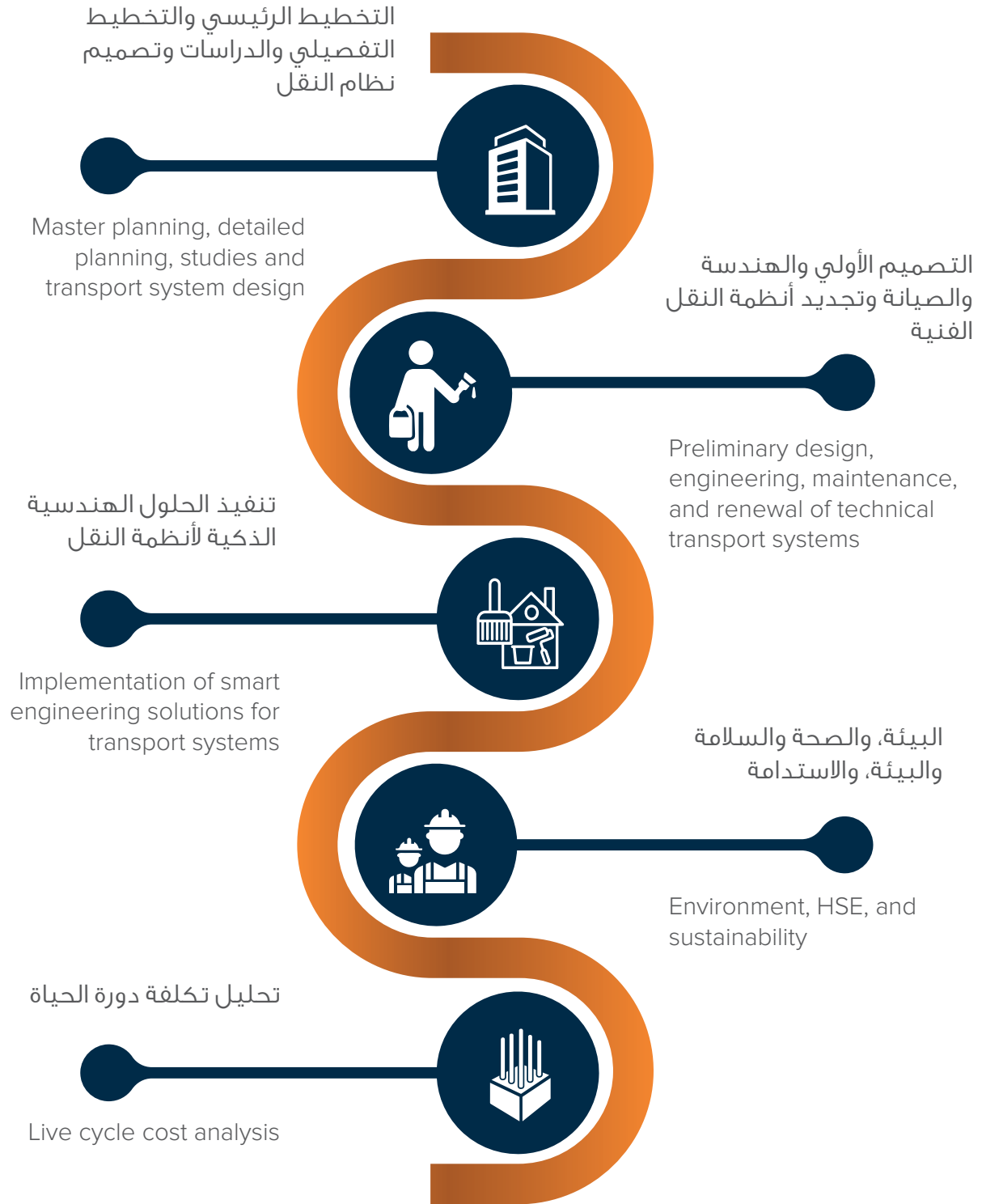
PHENIX DEVELOPMENT provides project and construction management and supervision services in the sphere of transport and leisure infrastructure development.

# خدماتنا

تتطلب جميع المشاريع قدرًا معينًا من الإشراف ومراقبة الجودة لضمان النتيجة النهائية المثلى.

توفر فينيكس ديفلوبيمنت خدمات إدارة المشاريع والبناء والإشراف في مجال تطوير البنية التحتية للنقل والترفيه.





# MARKETING & SALES

We provide with marketing and sales support services to accommodate the vast details required to provide turnkey solutions for our valuable clients.

One of our key goals is to find the right partners to implement your project the best possible way.

Whether you're a small business, startup on the rise, or an established corporation seeking suitable partners, it is a crucial milestone for the project successful development. With our wide network of contacts, we can offer you the best possible solutions among equipment manufacturers, site contractors, supervisors and other subcontracting companies who fit best to the project needs. Alternatively, if you are the services or products provider for the projects in the sphere of transport and leisure infrastructure development, we can offer you a number of opportunities for your services and products to be strongly sought-for.

A marketing plan is a comprehensive layout that provides the important blueprint in order to achieve your company's objectives in any



given project or in your market approach in general. These objectives provide the building block for the project or for the global strategy and ultimately help in maximizing and concentrating resources to create the best possible opportunities for your successful commercial work. Our marketing specialists will assist you to achieve your ambitious goals.

Our sales supporting staff can significantly improve your sales efficiency which is the key to not only generating more sales for your business but also streamlining your sales processes so that you get more sales, faster.



# التسويق والمبيعات

نحن نقدم خدمات دعم التسويق والمبيعات لاستيعاب جميع التفاصيل المطلوبة لتوفير حلول متكاملة لعملائنا الكرام .

أحد أهدافنا الرئيسية هو العثور على الشركاء المناسبين لتنفيذ مشروعكم بأفضل طريقة ممكنة .

الأهداف اللبنة الأساسية للمشروع أو للاستراتيجية العالمية وتساعد في النهاية في تعظيم الموارد وتركيزها لخلق أفضل الفرص الممكنة لعملكم التجاري الناجح. سيساعدكم أخصائيو التسويق لدينا على تحقيق أهدافكم الطموحة.

يمكن لموظفي دعم المبيعات لدينا تحسين كفاءة مبيعاتكم بشكل كبير وهو السبيل ليس فقط لتوليد المزيد من المبيعات من عملكم ولكن أيضًا لتبسيط عمليات المبيعات الخاصة بكم بحيث تحصلون على المزيد من المبيعات بشكل أسرع .

سواء كنتم شركة صغيرة، أو ناشئة، أو قائمة تبحث عن شركاء مناسبين، فإن ذلك يعد مرحلة حاسمة للتطوير الناجح للمشروع. ومن خلال شبكتنا الواسعة من جهات الاتصال، يمكننا أن نقدم لكم أفضل الحلول الممكنة من مصنعي المعدات ومقاولي الموقع والمشرفين وشركات التعاقد من الباطن الأخرى التي تناسب احتياجات المشروع بشكل أفضل. أما إذا كنتم مقدمي خدمات أو منتجات للمشاريع في مجال تطوير البنية التحتية للنقل والترفيه، فيمكننا أن نقدم لكم عددًا من الفرص لخدماتكم ومنتجاتكم التي تسعون بشدة للحصول عليها.

إن خطة التسويق عبارة عن تخطيط شامل وهام من أجل تحقيق أهداف شركتكم في أي مشروع معين أو في نهج السوق الخاص بكم بشكل عام. توفر هذه



At Phenix Development, we specialize in cutting-edge telecommunications smart solutions tailored to the parking industry. We have developed a comprehensive suite of services designed to optimize parking management, improve customer experience, and boost overall efficiency. We believe that our products will not only save you time and reduce stress but also contribute to a more sustainable and eco-friendly way of parking.

## **YOUR PARKING, TRAFFIC AND TICKETING SOLUTIONS & TECHNOLOGY PARTNER**

Parking, Traffic, and Events are an important part of everyday life. The Parking Telecom team understands that. So, we aim to offer a better parking experience for both users and operators. We have a strong background in Cloud technology, IoT, and

innovation. That is why we have created complete solutions, which are not only based on industry-leading standards and the best management practices but also refer to the latest innovative systems.

# THE PARKING TELECOM PLATFORM

Complete parking management solutions, combining parking users, hardware, management software and cloud services in one.

## On-street Parking Solutions

Management of on-street parking resources. Availability of real-time information keeps parking owners informed and helps them implement adequate parking policies, hardware free.

## Off-street Parking Solutions

Fully functional state-of-the-art Parking Access Control & Revenue Management System (PACRMS) for professional parking operations.

## System Functionality

A complex system covering the needs of any parking facility. Registration, profile and account management, payment, billing and revenue management, and analytics.

## Numerous Registration Methods

Parkers can use a wide range of identification methods: tickets, virtual Parking Card, RFID, Bluetooth, ALPR, NFC. DSRC and other parking industry advanced methods.

## Limitless Pricing Options

Our flexible tariff module lets you set and implement virtually any pricing policy regardless of its complexity.

## Counting Traffic

Count the amount of traffic on a highway, street or intersection. Use the information to optimize and prioritize traffic. Count the amount of vehicles entering and leaving a parking facility or a certain zone. Use the information to have an accurate up-to-date information on the amount of available spaces in the facility or zone.

## Parking Exchange

Lets parking space owners rent-out their spaces, thus optimizing the use of existing parking infrastructure and generating revenue.

## Real-time Information & Reports

Get KPIs in real time, from anywhere. Pull reports and data on flow, occupancy, throughput, payments and many more.

## Numerous Payment Channels

Manage payments through the mobile app, through attended or unattended POS stations-both with bank card or in cash. PayExit as an option.

## Occupancy Detection

Monitor the availability of parking spaces, both on-street and off-street. This can be used for single bay detection or to monitor no-parking areas for offenders.

## Sell Tickets

Sell tickets on-line using the Parking Telecom Mobile Application or web page. Sell at attended or unattended points of sale using the Parking Telecom aPOS and uPOS devices. Sell via 3-rd party ticket vendors.

## Event Access Control

Allow visitors to enter quickly and securely using their mobile phone, paper ticket or voucher or RFID wristband/card. Monitor and manage people flows to prevent bottlenecks and large gatherings.

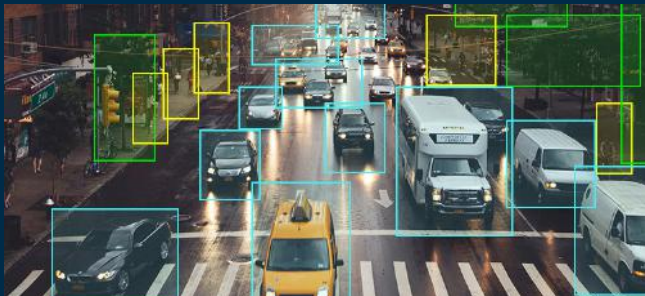


### On-street Parking Solution

Manage and control On-street Parking facilities. Bookings, payments, real time availability, enforcement and reporting.

### Off-street Parking Solution

An extremely versatile Off-Street Parking Solution encompassing all aspects of managing a successful parking facility.

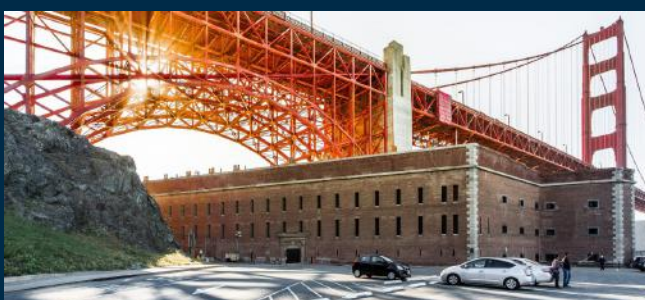


### Traffic Counting and Occupancy Detection

A video-based solution, capable of counting Vehicles on a motorway, on a street or at certain spots in a parking facility and monitor the occupancy of particular parking spaces.

### Ticket Sales and Event Access Control

A fully integrated cloud-based solution for all your ticket sales, crowd, and access control needs.



### Parking Marketplace

Parking exchange is a method of sharing parking spaces that improves quality of life and reduces pollution and congestion.

## PARKING SOLUTIONS FOR PARKING USERS: PARKING TELECOM MOBILE APP

With the Parking Telecom Mobile App customers can find your parking facility, book and pay for their stay in advance.

Apart from bringing new visitors, the Parking Telecom Mobile App also helps you get to know your customers, recognize their habits and needs.

You, as a parking owner, can get payments easily and hence reduce the number of POS stations at your facility, by allowing customers to pay through mobile, using the eCommerce payment channels.

Put your facility on a global online parking marketplace!



## AIRPORT PARKING SYSTEMS EXPERIENCE

### Parking Access Control and Revenue Management System (PACRMS)

Manages guest visitors, reservations, subscribers and MaaS Services. Ticketless, automatic vehicle identification at points of entry and exit. Complex tariffs, validations and discounts. Parking in Parking and Pooling. Payment channels – mobile app, attended and unattended points of sale with cash and bank cards. KPIs, reporting, statistics, analytics and predictive analyses.

### Traffic Counting, Monitoring & Occupancy Detection System

An IoT video-based solution, capable of counting vehicles on a motorway, on a street or at certain spots in a parking facility, monitor traffic and detect hazards on a road, and

### Mobile App & Reservation System

Provides real-time information on parking spaces availability, occupancy and pricing. Reservations and ad-hoc payments. In app, one-click payments. Account and profile management, rating and history.



### Parking Guidance System (PGS)

Real time availability information per level, shown on Variable Message Signs (VMS).

### Parking Marketplace (PMP)

Increase and optimize the utilization of the existing parking stock, by including underutilized parking spaces into a centralized platform. Integrated e-commerce payment channel (mobile app and web). Provides fully automated access control to gated facilities.



PHENIX DEVELOPMENT - FZCO

فينيكس للتنمية - ش.م.ح.

Dubai Silicon Oasis, DDP, Building A2, Office 213  
Dubai, United Arab Emirates

[info@phenix.ae](mailto:info@phenix.ae)

[www.phenix.ae](http://www.phenix.ae)