



BELCO

Pengedar/Pemasang Sistem Keselamatan

dahua
TECHNOLOGY
CCTV SOLUTION

ZKTeco
ACCESS CONTROL

NEC
KEYPHONE | PABX

AOC
SURVEILLANCE MONITOR

Ruijie
NETWORK SOLUTION

PARDOX
SECURITY SYSTEMS
INTRUDER ALARM

BELCO
security systems



28
Jalan PR-11/10
Belco Security Sdn. Bhd.

COMPANY
PROFILE
2020

“
**Reliable,
Secured,
Trusted**

- Belco Security Sdn Bhd

”





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WHO WE ARE



BELCO SECURITY, the Malaysian leader in advanced security & surveillance solutions, was founded in the year 2009, with its operation based in Puchong, Selangor. BELCO's vision is to bring affordable yet comprehensive and reliable security solutions to the Malaysian 'rakyat' and also to be among the Top 2 Security Distributor of CCTV cameras. The company takes pride and integrity in its 'fair pricing for all policy to eliminate price discrimination and at the same time more homes and establishments are able to be protected by its security systems. BELCO also does not engage in price war with its competitors which will ultimately affect the products quality and technical support. It is a known fact that to win a price war, one would have to source from lower grade manufacturers and cut corners on production materials.

It has always been on the forefront in the mind of the founders at committing to provide excellent products and pre-sales consultation, and very importantly after-sales support which many are lacking. It also aims to understand the challenges faced by security professionals and customers alike, to provide efficient solutions by amalgamating the path-breaking technologies & innovation on consistent basis. BELCO with its extensive product portfolio & range, actually enables the surveillance solutions architects to create robust system designs & solutions across varied business verticals, without any black-hole or compromise on security. The brand takes inspiration from creating a safer Malaysia by bringing high-resolution video coverage that can prove effective in deterrence and enforcement.

DAHUA BRAND DISTRIBUTOR (MALAYSIA) IN 2016

DAHUA OEM PARTNER (MALAYSIA) IN 2014



BELCO offers an extensive portfolio of the finest High-Resolution end-to-end imaging with CCTV surveillance equipment ranging from HD-CVI Analog cameras, IP video surveillance cameras, Thermal cameras, Artificial Intelligence (AI) cameras, Pan-Tilt-Zoom domes to DVRs, NVRs and CCTV cameras in Malaysia. For these products, it imports directly from DAHUA (www.dahuasecurity.com), a world-renowned manufacturer ranking 2nd in the Global Security Industry.

BELCO has been officially appointed by DAHUA as their OEM partner in 2014, followed by Official Brand Distributor in 2016 and receiving complete sales and technical support from them ever since. Being a fully integrated and one-stop security solution provider, BELCO also carries ZKTECO Time Attendance, ZKTECO Access Control, Time & Attendance, Access Control, Standalone Digital Locks, Multi Apartment Solutions, Video Intercoms, PARADOX Intruder / Burglar Alarm Systems, Home Automation, AOC Surveillance Monitor, RUIJIE Networks Switches and Access Points, NEC Keyphone and all related accessories.

It is vital to mention here that security industry is growing with increased propensity to urbanization and a general trend towards better security considerations. Surveillance Monitoring Applications are relevant in the sectors where a need exists for remote monitoring and streamlining of business processes. Feeding data with live monitoring of critical installations not only ensures the real time decision making, but also process control & manpower optimization as well. Manufactured under strict quality control in accordance with International Security Standards, BELCO brand is a symbol of Reliability, Availability and Consistency. Its cutting-edge, user-friendly technology adds immensely to the credibility of its products and thus making BELCO the preferred distributor in the field of security and surveillance.

MISSION, VALUES

MISSION

BELCO understands the challenges faced by security professionals and seek to provide new technologies with the utmost reliability. We are committed to continuously enhance, improve and exceed expectations.

VALUES

RELIABILITY

We understand that security equipment is often the last line of defense against all security threats. We, therefore, provide technology that you can depend on even when the chips are down.

AVAILABILITY

We always maintain sufficient stock level to avoid disappointment in completing a security installation job.

CONSISTENCY

We source only from world-class manufacturers, and we do not constantly change our product range. So, if support and spare parts are needed after few months, obsolete is not an answer you'll hear from us.

OUR VALUE PROPOSITION

1



Complete solution from a single supplier

We do the integration for you. Hassle free and no need to worry about technical support and warranty coverage.

2



Strong Documentation

We are continuously producing specification, schematic, application note for all our products – extremely useful when submitting for big project or just for customized presentation to end customer.

3



Fair Pricing

We deal direct with manufacturers therefore our cost is minimised, making our products easily affordable by many people.

4



We do not just supply equipment, we supply solutions

We listen carefully to your customer's requirement and budget allocation. Then we advise customer to help them select the right equipment to form a complete solution.

5



Repairing Service

We maintain complete spare parts and have a dedicated repairing department. Products that are broken (beyond warranty) can be repaired with a small fee.

6



Good Technical Support

Our technician is always available over the phone or in showroom to answer any questions that customer might have. We also have product specifications are made available to download.

7



Quality Product

We use our 10 years of extensive technical experience and knowledge to select and design the best value quality product for our customer. All our products undergo Quality Control before selling to customer.

8



Credible Establishment

We have been around in the security industry for more than 10 years and we are here to stay. BELCO SECURITY SDN BHD is a well established company with rock solid credibility.

SURVEILLANCE SOLUTIONS

BELCO SECURITY offers DAHUA CCTV and Surveillance Systems, CCTV Camera, Thermal Camera, CCTV recorder, CCTV Construction Site Monitoring in Malaysia. We offer a wide range of security products, such as closed circuit television, PARADOX intruder alarm (wired alarm, wireless alarm), ZKTECO standalone door/card access, ZKTECO time attendance door access control, fingerprint with time attendance door access control, audio visual (projector screens, TV brackets), MERLAUD PA (Public Addressing), RUIJIE networking, AOC Monitor and NEC keyphone / PABX systems at low prices to enable as many people as possible to afford them.

Here at BELCO, we have successfully maintained low prices for our items every year so that it will always benefit our customers. This has been made possible because we fully implement the BELCO business concept and the BELCO organization to purchase in large quantities, using the best supply chain methods to keep prices to the minimum.



1



Banking

- Protecting assets from threats
- Prioritize staffs and customers' safety

ATM

- Combination of built-in (pinhole camera) and external (vandal-resistant dome) cameras are used to provide close-up face images for identification, as well as to monitor criminal behaviour such as: card skimming or trapping, vandalism, robberies or even ram raids.

Branch Office

- Indoor (dome camera) and outdoor (bullet camera) solutions to monitor parking lot, building perimeter, reception area and corridors. Wide dynamic range (WDR) feature is commonly used for indoor solution to overcome varied lighting conditions, especially for main entrance large glass doors and shiny floors. WDR feature is critical for close-up face images at the entrance and exits.

2



Healthcare/
Hospitality

- Providing a welcoming and safe environment for patients, staff and visitors
- Protecting millions of dollars in hospital assets

Crucial Areas

- Wide range of products inclusive of HD-CVI and also IP cameras deliver high quality images to effectively monitor important areas such as: emergency rooms, psychiatry departments and restricted areas. The exceptional level of detail reduces investigation times and provide valid proof in case of incidents.

3



Education

- Ensuring student's safety within large or multiple campuses
- Keeping student's property safe
- Monitoring education facilities and reducing vandalism to campus property

Outdoor Facilities

- High resolution cameras with Infrared (IR) LED feature to monitor overall parking lot from far with great details, as well as hallways and corridors that are dim in lighting or even in complete darkness at night.

Indoor Facilities

- Indoor (dome camera) and outdoor (bullet camera) solutions to monitor parking lot, building perimeter, reception area and corridors. Wide dynamic range (WDR) feature is commonly used for indoor solution to overcome varied lighting conditions, especially for main entrance large glass doors and shiny floors. WDR feature is critical for close-up face images at the entrance and exits.

4



Retail

- Keep retail shoppers and staff safe
- Reduce stock shrinkage and shoplifting
- Improve profitability of retail outlet through data mining

Entrance

- High definition IP camera with smart analysis feature such as people counting provides real-time statistics to help retailer monitor customer flow, refine marketing efforts and allocate staffs' working shifts more effectively. Besides, facial recognition feature is another powerful new algorithm embedded to the IP camera. The technology extracts face from a CCTV footage in real time, which is stored in the database of hard disk in the recorder that can be retrieved through smart playback.

Store Layout

- IP camera improves in-store customer engagement with heat mapping function. The shopper focused solution tracks the customers' traffic pattern in a store. Commonly walked areas that are of heavy traffic are marked in red, while spots that are marked green had lower traffic. The data mining shows where it matters in the store and allows retailers to optimize their store layout as well as to strategize where to place their merchandise.

Counter

- POS integration between IP camera and POS machine with the main purpose to reduce counter fraud and losses. Actual event during the bar code scan of each sales item will be overlaid on the CCTV recording footage to deter counter staffs from fake scanning an item during checkout. Sales data linked between the POS machine with the HCVR or NVR recorder can be retrieved during smart search to increase the efficiency of playback.

5



Residential/
Housing Areas

- Effectively ensure residence's safety and property
- Deter vandals and reduce reparation costs

Fencing Perimeter

- High definition IP camera with smart analysis feature such as virtual tripwire fencing draws an artificial line on the CCTV footage. The line that was created within the algorithm of the camera maybe invisible to the naked eye of humans, but it's an automatic alarm that triggers the patrol guards when an intruder trespasses the perimeter.

Guard House

- Head lamp compensation (HLC) function built-in to the HD-CVI cameras are able to view the car plate number clearly even during the night when the car's head lamp shines brightly at the lens of the camera. The technology reduces the glare from the head lamp and captures the number vividly for investigation purpose.

OUR MILESTONES

2004

Sept

Incorporated Belco Security Sdn Bhd (665572-V)

- Our founder started off as Home/Office Installer
- Rented 1st Floor Shop Office
Location: Happy Garden, OUG
- System Integrator

2009

Oct

Trading

- Moved to Ground Floor Shop Office to setup Showroom & Store
Location: Bandar Puteri, Puchong

2011

May

Expansion

- Expand Storage Space – Rented another Full Unit (Ground & First Floor) for more storage space
Location: Bandar Puteri, Puchong

2013

Jan

Company Trip

- Avani Sepang


May

Set up a Service and Warranty Counter

- Belco first Service and Warranty Counter


Nov

Distribution

- Own property: Three-storey ShopOffice
Location: Taman Puchong Intan, Puchong

2014

Mar

Expansion

- Rented a nearby Ground Floor unit to expand storage space
Location: Taman Puchong Intan, Puchong


June

Company Trip

- Lost World of Tambun, Perak

2015

August

Company Trip

- Bukit Gambang, Pahang

2016

March

Official DAHUA Brand Distributor


March

BELCO Dealers Appreciation Night (Sheraton Hotel)

Theme: Men in Black, Women in Red Chinese (Halal) 8-Course Dining with Celebrity Emcee and Live Band


June

Company Trip

- Langkawi, Kedah

2017

Jan

Official Brand Distributor for ZKTECO (Access Control)


Feb

Expand Service and Warranty Department

- Rented a Full unit (Ground, First and Second floor) to cater for Logistic, Service and Warranty Department


March

Company Trip

- ClubMed, Cherating


May

Dealers' Incentive Trip Hangzhou & Suzhou

- DAHUA HQ & Factory Visit


Oct

Expand Storage Space

- Rented First Floor to expand storage space
Location: Taman Puchong Intan, Puchong

2018

Jan

Brands under one Roof

- DAHUA - Surveillance CCTV
- PARADOX - Intruder Alarm
- ZKTECO - Access Control and Lock
- AOC - Surveillance Monitor
- NEC - Keyphone and PABX
- SEAGATE - Surveillance Hard Disk
- WESTERN DIGITAL - Surveillance Hard Disk


Jan

Company Trip

- Hard Rock, Penang
- Dealers' Incentive Trip Hong Kong


Sept

Purchased 18,000sqft Property


Oct

Advertised in Malaysia Builders Directory 2018/2019

- 2 full pages listing on DAHUA & ZKTECO

2019

Mar

- Hosted DAHUA GEN-DHSP 2D - Training & Certification
- IFSEC 2019 Malaysia @ MITEC KL (DAHUA)


Mar

Company Trip

- Gua Tempurung & Cameron Highlands


May

- Hosted DAHUA (Batch 2) 2D - Training & Certification
- Hosted DAHUA (Batch 3) 2D - Training & Certification


Jul

Official Brand Distributor for RUIJIE NETWORKS


Aug

#BELCOTraining Thursday

- Workshop and Training every Thursdays


Sept

BELCO SECURITY Grand Opening (Central of Puchong)

No. 28, 30, 32, Jalan TPP 1/10, Taman Perindustrian Puchong, Puchong 47100, Selangor


Oct

Official Brand Distributor for MERLAUD (PA Systems)


Nov

DAHUA DPP Dinner and Award

2020

Jan

Award: Outstanding Dahua Overseas Brand Store 2019


Mar

Movement Control Order (Temporary Closure)


May

Resume Business Operations (with SOP)

- Body Temperature Screening, Face Mask, Sanitation, Social Distancing


May

FB Live Interview

- DAHUA MALAYSIA DISTRIBUTOR (Topic: BELCO Entrepreneurship History)


Oct

DAHUA DPP Dinner and Award



Lucky Draw

- DAHUA MALAYSIA Business Partners Conference (Grand Prize: Proton X70)

OUR PARTNERED BRANDS



Zhejiang Dahua Technology Co., Ltd. (Dahua Technology) is a world-leading video-centric smart IoT solution and service provider. Based on technological innovations, Dahua Technology offers end-to-end security solutions, systems, and services to create values for city operations, corporate management, and consumers.



NEC Empowered by Innovation
The preferred communication system for corporations (SL1000, SL2100, SV9100, SV9300, SV9500) ; Major Customers Reference are Sunway Hotel & Resorts, The Westin Langkawi, Thistle Johor Bharu, Hilton Ngapalli Resort & Spa, Maybank, MahSing, POS Malaysia, Diamond Water Filter, Halal Malaysia, Marie France Bodyline and CapitaLand



More than 250,000 sets of SP series by Paradox Alarm Panels have been installed throughout Malaysia. Paradox is a premium burglar alarm brand from Canada. It is well-known for its reliability and quality alarm system with innovative technology since 1989. Products are sold through exclusive distributors in over 100 countries.



Since 1923, MERLAUD designs and manufactures Public Address and Voice Alarm equipment. One of the market leaders, MERLAUD achieves simple and large PA systems. To the full satisfaction of the customers. Backed with almost 100 years of experience and with an ever-improving R&D team, MERLAUD keeps exploring new markets, while still being a major PA supplier of the RATP (French Underground), SNCF (French railways), EDF (French Electricity), Aéroports De Paris (Paris Airports).



Complete Range for Access Control Units and Related Accessories
Access Control solutions with or without Time Attendance is ranging from BioMetric, Fingerprint, Bluetooth to Basic Card/Pin. Products we carry includes Hotel Lock, Residential Lock, Long Range Reader and Guard Patrol.



Ruijie's scenario-based SMB switches include Unmanaged and Managed series, with enterprise-grade reliability and specifications such as non-blocking architecture, large buffer, full ports PoE out and 6KV lightning protection, satisfying different needs in various scenarios like chain business, boutique hotels, branch offices and ELV&IP surveillance.

OUR PRODUCTS

We have more than 300 items in stock. Belco Security strives to be the best distributor and top supplier of Surveillance System in Malaysia.



Network & Switch

- 01 Ruijie
- 02 Todaair
- 03 Dahua



CCTV

- 01 Accessory
- 02 DAHUA Consumer Camera
- 03 DAHUA Network Switch
- 04 DAHUA Retail DIY Kit
- 05 Hard Drive
- 06 HDCVI Camera
- 07 HDCVI Digital Video Recorder
- 08 Monitor
- 09 Network IP Camera
- 10 Network Video Recorder



Cable & Power Supply

- 01 Cable & Connector
- 02 Centralised Power Supply
- 03 Equipment Rack
- 04 Fiber Optic
- 05 Lightning Isolator
- 06 Power & Video
- 07 Transmitter over Coax (PVT)
- 08 Power Adaptor
- 09 Video Balun



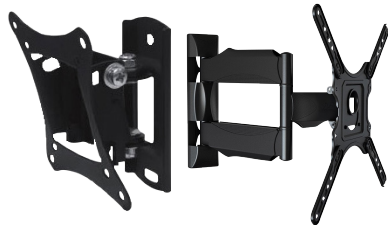
Access Control

- 01 Thermal Access Control
- 02 Access Control Module
- 03 Access Control Accessory
- 04 Brackets for 600lbs EM Lock
- 05 Intercom System
- 06 Long Range Reader
- 07 Standalone Reader



Intruder / Burglar Alarm

- 01 Alarm Accessory
- 02 Alarm Package
- 03 Paradox Sensor
- 04 Wired Alarm: Paradox Module
- 05 Wireless Alarm: Magellan Series



Audio Visual

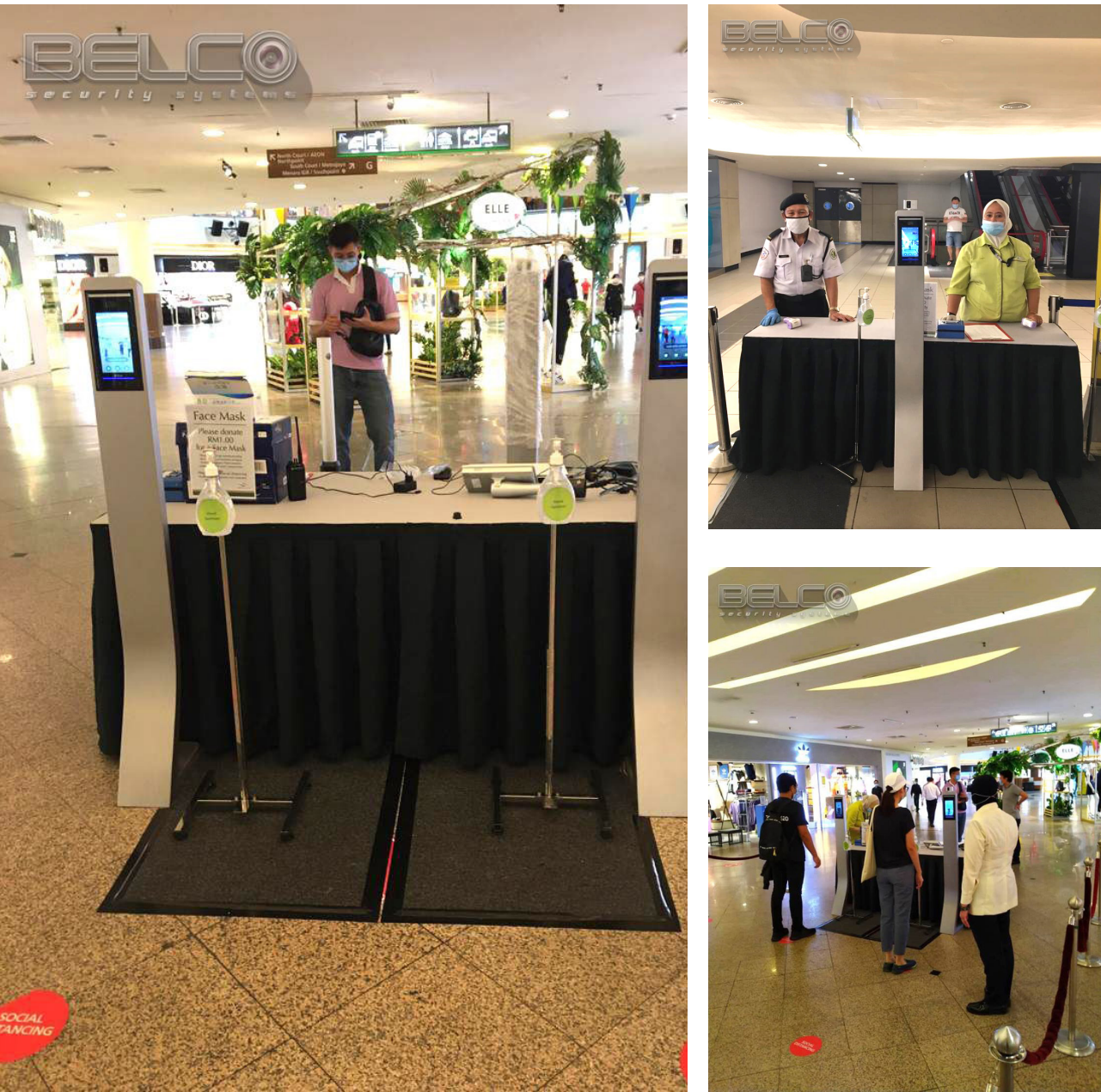
- 01 Projection Screen
- 02 Projection Mounting Kit
- 03 TV / Monitor Mounting Kit
- 04 IP PA System



Keyphone / PABX

- 01 Keyphone Package
- 02 NEC Module

OUR CLIENTS



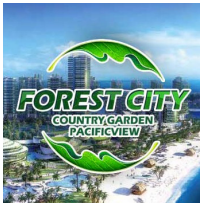
Recent Project:
Fever Screening Solutions
#Covid19Prevention

Successful installation of DAHUA Access Control and Temperature Monitoring Terminal (Temperature & Face Recognition) in **Midvalley Megamall, Kuala Lumpur.**

Model: DHI-ASI7213X-T1 + ASF172X-T1 (Floor Stand)

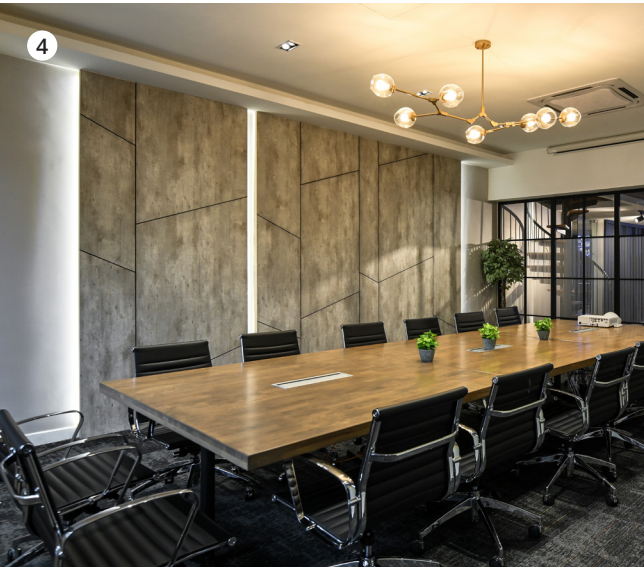
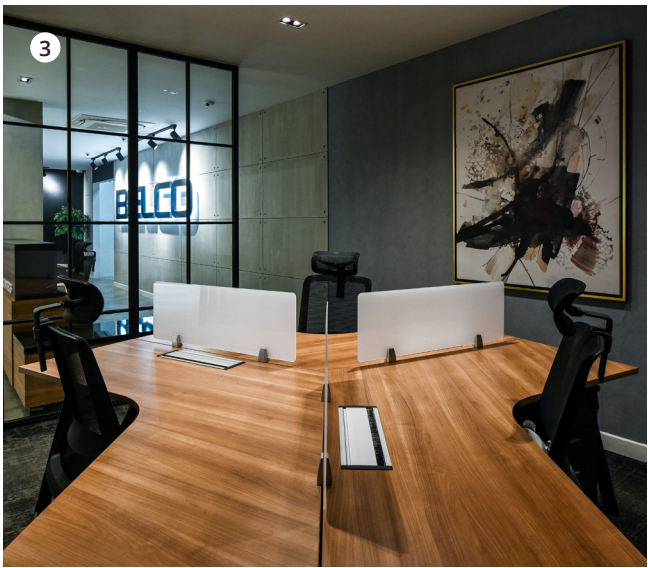
We thank you for choosing us and our products. Our continued commitment lies in the excellent support and complete satisfaction of each and every product we sell.

CLIENTELE



OUR OFFICE

- 1 Sales Counter
- 2 Premise
- 3 Sales Room
- 4 Meeting Room
- 5 Showroom
- 6 Lounge
- 7 RMA Service Centre





- 8 Service Centre
- 9 Technical Department
- 10 Director Rooms
- 11 Yoga Zone
- 12 Pantry
- 13 Store
- 14 Prayer Room





T: +603 8065 6000

sales@belco.com.my

No. 28, 30, 32 Jalan TPP 1/10,
Taman Perindustrian Puchong,
47100 Puchong,
Selangor, Malaysia.

Mon – Fri: 9AM to 6PM

Sat: 9AM to 1PM

Sun & Public Holidays: Closed



Belco Security Sdn Bhd



[belcosecurity_cctv](https://www.instagram.com/belcosecurity_cctv)