

CASE STUDY

SOMA BAY DEVELOPMENT CO., CAIRO:

THE DIGITAL FOUNDATION FOR MODERN LIVING

Soma Bay Development has appointed Datwyler as its exclusive IT infrastructure partner for the Red Sea resort.



Soma Bay, located 20 minutes from Hurgada International Airport, is a premier holiday destination on Egypt's Red Sea coast. Surrounded by the sea on three sides, the ten-square-kilometre project comprises five luxury resorts, a unique portfolio of vacation rentals and residences and numerous leisure, recreation, and sports facilities.

From the outset, the Soma Bay Development Company – also known as Abu Soma Development – envisioned creating a future-ready, fully connected and sustainable community on the site. As part of this vision, the real estate and project developer sought a trusted partner to implement a robust, high-performance cabling backbone.

After a thorough review, the company commissioned Datwyler Middle East to develop and implement the IT infrastructure for all residential and commercial projects in the bay.

Strong foundation for digitalisation

In collaboration with systems integrator Conserv, Datwyler implemented a robust infrastructure backbone for more

5,000 residential and commercial units in Soma Bay. The rollout included over 15,000 data connection points, 150 kilometres of Category 6_A cables and components for high-speed transmission, 400 kilometres of Category 6 cables and connection technology for Wi-Fi coverage and 80 kilometres of fibre optic cables to ensure scalability and reliability.

The result is a digital infrastructure that enables uninterrupted communications, comprehensive wired and wireless connectivity and a wide range of smart services.

With this solution, Soma Bay Development is not only able to accommodate the modern digital lifestyle but also has the capacity for continuous innovation.

High standard of living

"At Soma Bay, we are continuously seeking premium partners to improve the standard of living across every aspect of our community," explains Ibrahim El-Missiri, CEO of Soma Bay Development Company. "Our collaboration with Datwyler is a key step in providing a reliable digital infra-

structure that supports our long-term vision and ensures smart solutions for residents, visitors and partners.”

Ing. Micheal Keriakos, Information Systems and Technology Services Director at Soma Bay Development, shares a similar view: “Reliable digital infrastructure is the backbone of modern living. By partnering with Datwyler, we are equipping Soma Bay with a scalable, resilient IT environment that supports smart services today and enables seamless living well into the future.”

Commitment to the future

For Datwyler, being named exclusive IT infrastructure partner demonstrates how the right expertise and solutions create long-term value. “This collaboration has laid the foundation for a fully connected community and demonstrates how advanced infrastructure can turn visions into reality. Soma Bay now stands on a solid dig-



ital foundation – a foundation that will continue to grow and evolve,” explains Asem Shadid, Managing Director of Datwyler Middle East.

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