INTEGRATED COMMERCIAL TRANSFORMATION

From legacy distribution to a diversified technology business

Ghali Technologies

Market intelligence, portfolio redevelopment and organic commercial activation.



Selected GT products and corporate website excerpt

A strong heritage.
A new commercial need.

The legacy portfolio had narrowed significantly. Commercial renewal needed a broader offer.

Historical model

Established expertise and reduced active manufacturer portfolio.

Redeveloped model

GT product families, diversified supply and digital channels.





Five workstreams. One transformation.

Connecting market intelligence to products, sourcing and market activation.

01	**Market intelligence**	Understand demand
02	**Brand & portfolio**	Build the offer
03	**Manufacturer network**	Broaden sourcing
04	**Corporate website**	Communicate internationally
05	**Technical e-commerce**	Activate local customers

One GT identity.
Two technical divisions.

Market research, sample assessment, OEM selection and brand development led by Orbintis.

SECURITY & SMART SYSTEMS



CCTV



Smart access

ENERGY & CONTROL



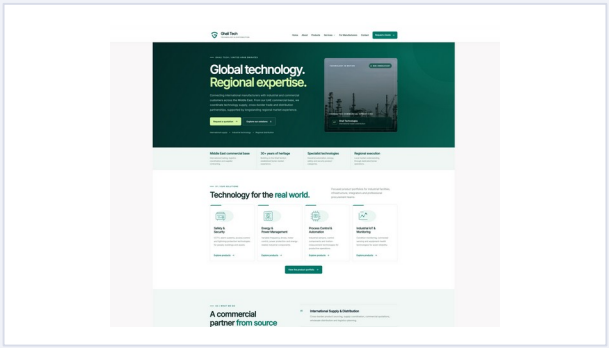
VFDs



Temperature control

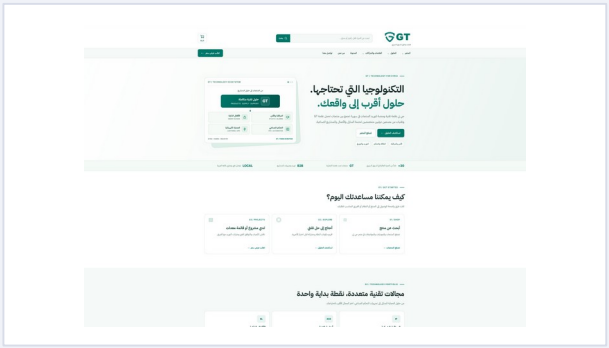
One network.
Two digital channels.

Local market development and international commercial coordination serve distinct audiences.



International B2B

Corporate positioning, procurement and partnerships.



Syrian market

Arabic catalogue, education and local enquiries.

SYRIA / UAE / EUROPEAN UNION

Functional network; not a legal ownership chart.

Content meets market presence.

Orbintis supported exhibition planning and marketing, alongside organic technical content.

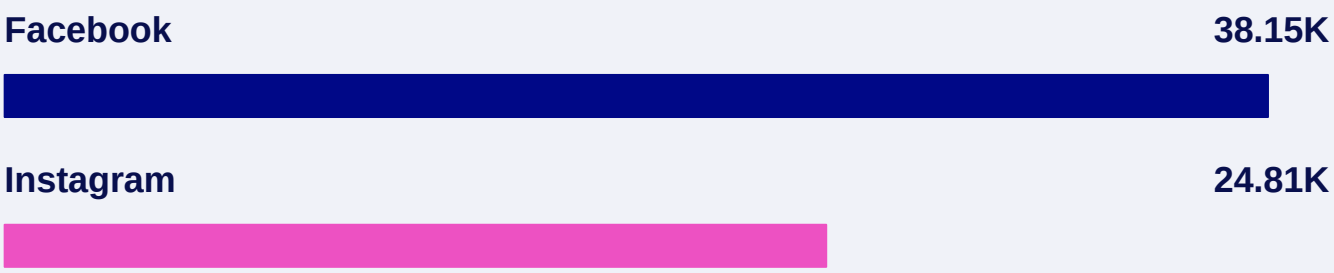
62.96K
Social impressions / views

2,407
Interactions

145
Content items

17.9K
Top exhibition post views

Facebook and Instagram only

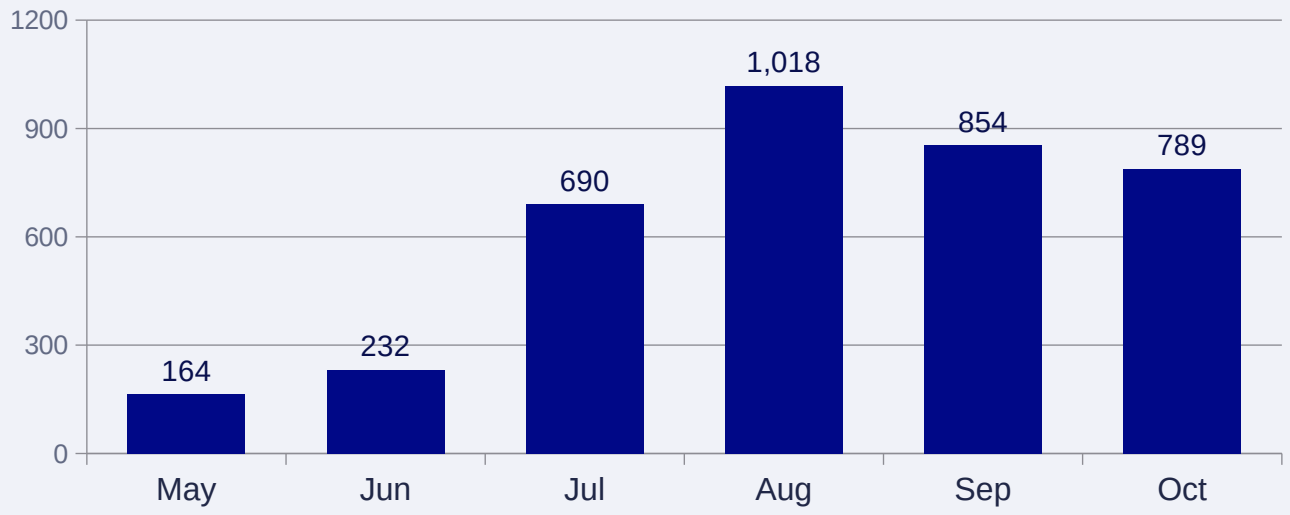


Metricool: 1 May–31 October 2026. Organic per project account.

Visibility built through organic search.

Shop GT search discovery, 1 May–31 October 2026.

3,747	90	2.40%
Impressions	Search clicks	CTR



The data show discovery, not orders or measured revenue impact.

From strategy to market execution.

We help technical businesses connect research, sourcing, product portfolios and commercial channels.

- Market & portfolio strategy
- Manufacturer and distributor enablement
- Digital presence and organic marketing

Discuss your next project / orbintis.com

GT-00: Delivered by Orbintis Ltd. for Ghali Technologies, a related business. Commercial improvements are client-reported; financial results are not disclosed.