

ShellCore — Unified Building Technology

Every low-current system in your building — power, data, security, AV and fire — designed, integrated, and delivered as one package. Featuring our newest capability: fire protection, led by 40 years of industry experience.

1 · The idea

A modern building runs on a stack of low-current ("ELV") systems that are usually bought from — and installed by — a scatter of separate vendors that don't talk to each other. **ShellCore unifies all of them into one designed, integrated package under a single partner.** One design intelligence, one point of accountability, one system that works together.

Every system your building runs on — designed and integrated as one.

Power conditioning, data networks, surveillance, AV, access control and fire protection — ShellCore delivers them as a single coordinated package, not a set of disconnected contracts. Thirty years of integration expertise, now unified under one offering.

2 · The six systems inside ShellCore

Power Conditioning

Clean, stable, protected power for critical building infrastructure.

Data Networks

Structured cabling & networking — Shell's 30-year core strength.

Surveillance

CCTV & video security, integrated with the wider system.

AV

Audio-visual & collaboration, from meeting rooms to campuses.

Fire Protection NEW

Detection, alarm & suppression — our newest capability, expert-led.

Access Control

Entry, identity & physical security management.

The power of ShellCore is integration: these aren't systems sold side by side — they're designed to work as one, with a single partner accountable for how they perform together.

3 · Where ShellCore sits in the offering family

ShellConnect

Structured cabling, AV, ELV — connectivity foundation.

ShellTek

Datacenter, networking, wireless, surveillance.

ShellServ

Managed services — NOC, RIM, FMS, AMC.

ShellCore NEW

All six building systems, integrated as one package — incl. new fire protection.

ShellCore can be read as the integrated umbrella over Shell's individual system capabilities — the "buy it all as one" package. If the sub-brands are later collapsed into a Build/Run structure for the sale, ShellCore becomes the flagship "Build" package.

4 · Fire Protection — the new capability, expert-led

Fire protection is the newest system inside ShellCore — and the one that expands Shell into genuinely new territory. It's delivered through a licensed specialist partner (**Rayaru Technologies**) and, critically, **led by one of the industry's most senior figures**.

P. V. Narendran

Fire Protection Industry Leader · Business Strategist · Engineering & Project Management Expert

Strategic Advisor — ShellCore Fire Protection Practice

40

YEARS OF INDUSTRY EXPERIENCE

4

MARKETS — INDIA, UAE, KUWAIT, EUROPE

SVP

FIREPRO DESIGN & PROJECTS (ALL-INDIA)

3

BUSINESS DIVISIONS BUILT FROM SCRATCH

An Electrical Engineer with Business Administration qualifications, Narendran brings 40 years of industry experience leading large-scale fire-protection businesses across India, the UAE, Kuwait and Europe — spanning business development, system design, detailed engineering, project execution and new-venture setup. He held senior leadership at **Firepro Systems** (SVP, Design & Projects — All India; Director, Firepro GmbH Germany) and led fire-protection divisions for the Dafoos, Diplomat and Corodex/Concorde groups in the Gulf.

Why this matters: fire protection is a licensed, statutory, safety-critical trade. A client won't trust it to a firm "getting into fire." Narendran's involvement makes Shell's fire capability instantly credible — it says the offering is *led by someone who built exactly this at national scale*.

How to position him — three levels

CONTEXT	TITLE TO USE	WHY
Website / public	Strategic Advisor — Fire Protection	Signals authority without over-claiming an executive role; low-liability framing
Client pitches / tenders	Fire Protection Practice Lead (Advisory)	Tender-technical weight — clients want a named expert behind the design
M&A / diligence	Senior industry advisor anchoring the fire capability	De-risks the new-capability story for a buyer — expert-led, not opportunistic

Website advisor block (draft copy)

"Shell's fire-protection practice is guided by P. V. Narendran, who brings 40 years of fire-protection industry experience across India, the UAE and Europe — including senior leadership at Firepro, one of India's most respected fire-protection names. His expertise ensures every ShellCore fire system meets the highest standards of engineering, safety and compliance."

Confirm before publishing: match Narendran's public title to the real engagement ("Advisor" vs "Practice Head" carry different diligence implications), and get his sign-off on any bio or quote before it goes live.

5 · The delivery model (asset-light)

ShellCore keeps Shell's asset-light structure: Shell owns the client relationship, the design and the integration; licensed specialist partners deliver the trades that require their own licenses (starting with fire, via Rayaru).

Shell owns

- Client relationship & single-point accountability
- System design, specification & BOQ
- Cross-system integration (tying them all together)
- Ongoing AMC / managed service

Specialist partners own

- Trade licenses & statutory compliance (fire NOC etc.)
- Equipment supply for their trade
- Installation & commissioning
- Trade-specific warranty & defect liability

6 · Website — how to add ShellCore

Add **ShellCore** under SOLUTIONS as a new sibling to ShellConnect / ShellTek / ShellServ, with sub-pages:

- **ShellCore › Overview** — the six-system integrated package
- **ShellCore › Fire Protection** — the new capability + Narendran + Rayaru
- **ShellCore › The Systems** — power, data, surveillance, AV, access control
- **ShellCore › Why Integrated** — the "one partner, one system" argument

Add a ShellCore card on the homepage, and a hero line such as: *"Every system your building runs on — designed and integrated as one."*

While you're in the site: fix the `info@amwerk.com` mailto (template leftover) and the footer social links pointing to Bold Themes / Behance demo accounts — they undercut the credibility ShellCore is built to project.

Draft offering & positioning for Shell Networks & Solutions. "ELV" = extra-low-voltage building systems (the technical term for the low-current systems). Fire protection delivered via licensed partner (Rayaru Technologies); mechanical, plumbing and building-management (BMS) are deliberately *not* offered at this stage. Advisor bio adapted from the profile provided — confirm title, engagement terms and obtain P. V. Narendran's sign-off before any public use. Website copy is draft, pending approval before going live.