



2020



STRATEGY MANAGEMENT SOLUTIONS

COMPANY DECK

ABOUT US

SMS Project Management is a leading Israeli boutique company in the planning, management and supervision, in the field of engineering and construction projects.

The company's CEO, Yoram Kraus, is a real-estate developer with many years of experience in hundreds of performed projects, work alongside the team of project managers in every step of the project.

Yoram Kraus connects between the mountaineering world and the business world and sees a direct link between the will and need to conquer summits and the processes which successfully gets you to the top in business. The values of persistence, determination, and service are embedded in the company and are the fundamental values at SMS.

Over 20 years of outstanding management and execution experience for each project, working in accordance with the character and requirements of the client, as a result of skill and vast field experience.

The company's clientele includes high-tech companies, industry, private entities and developers in the residential sector, who plan construction projects and need experienced management to supervise all levels and stages of activity, from licensing to delivery.

The range of operations includes offices and workspaces, office buildings, logistic centers, factories, residential construction, preservation buildings, structural strengthening (TAMA 38) and green building. Technological project such as data centers, clean rooms and labs, and daily projects.



VALUES

Professionalism The ultimate combination of professionals, knowledge and experience - excellence is found in the small details

Commitment Dedicated to the end result, your interests are our interests

Loyalty Understanding and close accompaniment at every stage of the project, 24 hours a day, 7 days a week

Innovation Always one step ahead of everyone else, updated on all the leading innovation in the field

Service An intimate, genuine connection that includes a true appreciation of the client's needs

WORKING PROCESS

01

ORGANIZATIONAL PREPARATION BEFORE PROJECT LAUNCH

Creation of a dedicated management and supervision team for the project, to lead the planning and implementation team. Adoption of work process in accordance with the client's. Ability to integrate into the property selection stage, taking into consideration engineering expertise, while meeting the client's needs. Guidance and escorting during the process of building the initial program.

02

PLANNING AND SYNCHRONIZING SYSTEMS

Management and supervision of system's planning; managing tenders and creating modules for ongoing work, according to the project's budget and timetables. Involvement in the legal aspects of the project, including contractors' tenders, negotiating with suppliers, supervising quantities and specifications, and early detection of potential problems while providing immediate solutions.

03

DURING THE PROJECT

Management, inspection and quality control for all construction and adaptation work. Close involvement in making sure the plans and tenders, and meeting the customer's requirements are executed. Implementation of the project - use of contractors and other professionals in accordance with the project's progress; selecting quantities, quality and styles of materials and products ordered; staying within the defined timetables and budget

04

BILLING AND SITE INSPECTIONS

Checking billing and their delivery after completion of the contract work; registration and supervision of the completed work and any necessary repairs. Monitoring, management and supervision, performance testing, and inspection of the installation and integration of all the systems, handling of the transition process until the end of the inspection year



METHODOLOGY

Unique and proven methodologies, supported by the world's leading technological tools

Management teams comprising outstanding, experienced professionals, each carefully selected for their position

An organizational culture based on true partnership: we work with our clients, not just for them

Creative, sophisticated managerial ethos, although we believe a "simple" approach is the one that will yield the best response for the client

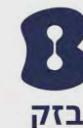
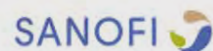
Targeted application - We aim for 100% optimal application. SMS specializes in short and focused diagnostic processes, with the goal of concentrating most of the investment in those processes and their integration

Multidisciplinary - The company includes experts from various fields with a broad understanding of business, including consultants who have held senior management positions in a range of industries

Integrated solutions - The ability to see comprehensively from a variety of aspects - managerial, operational and organizational, while constantly integrating creative and unconventional elements

The more intimate the relationship with the client, the better the outcome

PROJECTS & CUSTOMERS



RESIDENTIAL

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KFAR GANIM PROJECT



OFFICES & WORK-SPACES

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Alberg Architects

During a renovation project, such as adapting or building new offices, creativity is expressed by discovering original solutions and carried out with full synchronization between the professionals, suppliers and the client, to produce optimal results that meet the timetables and budgets we are given.

All this, while cutting down on complexities to create a higher-quality working environment.

INDUSTRY & TRADE

Working with large organizations requires understanding of existing bureaucratic systems and complex working arrangements to maximize the organization's needs.

This requires not only technical and operational expertise, but also extensive experience in the field, as well as the ability to integrate the client's own systems and create synchronicity with the architect, consultants, suppliers and professionals.

LOGISTICS CENTER & FACTORIES

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LEV MAVLETIM PROJECT

The management and supervision of projects in the construction industry, in the field of construction and/or renovation of factories and logistics centers, and seeing them through to the end, is one of the areas of expertise for SMS - Project Management. Projects of this type are usually capital intensive and require a professional and skilled management team that knows how to work to a program and closely manage and supervise the implementation of the project.

Implementation of such complex projects requires multiple professionals who can synchronize their activities on site, integrate complex technological, engineering and constructional systems, abide by timetables and budgets, and meet the demands for top quality and finishing. This is exactly the kind of challenge that the SMS management team knows best how to deal with.

HERITAGE PRESERVATION BUILDINGS

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YAVNE 7 PROJECT

Managing projects in the field of building conservation is a complex area, as it requires extensive architectural knowledge, historical exploration, engineering professionalism, multifaceted liaison with various municipalities, familiarity with a range of laws and regulations, and, of course, vision, creativity and imagination.

In the field of conservation, more attention and sensitivity is given to the implementation of the program than in other fields, with extensive compliance with regulations, and an emphasis on specific and proven expertise. SMS - Project Management offers a unique toolbox that includes skill, experience and professionalism.

RESIDENTIAL & COMMERCIAL DEVELOPERS

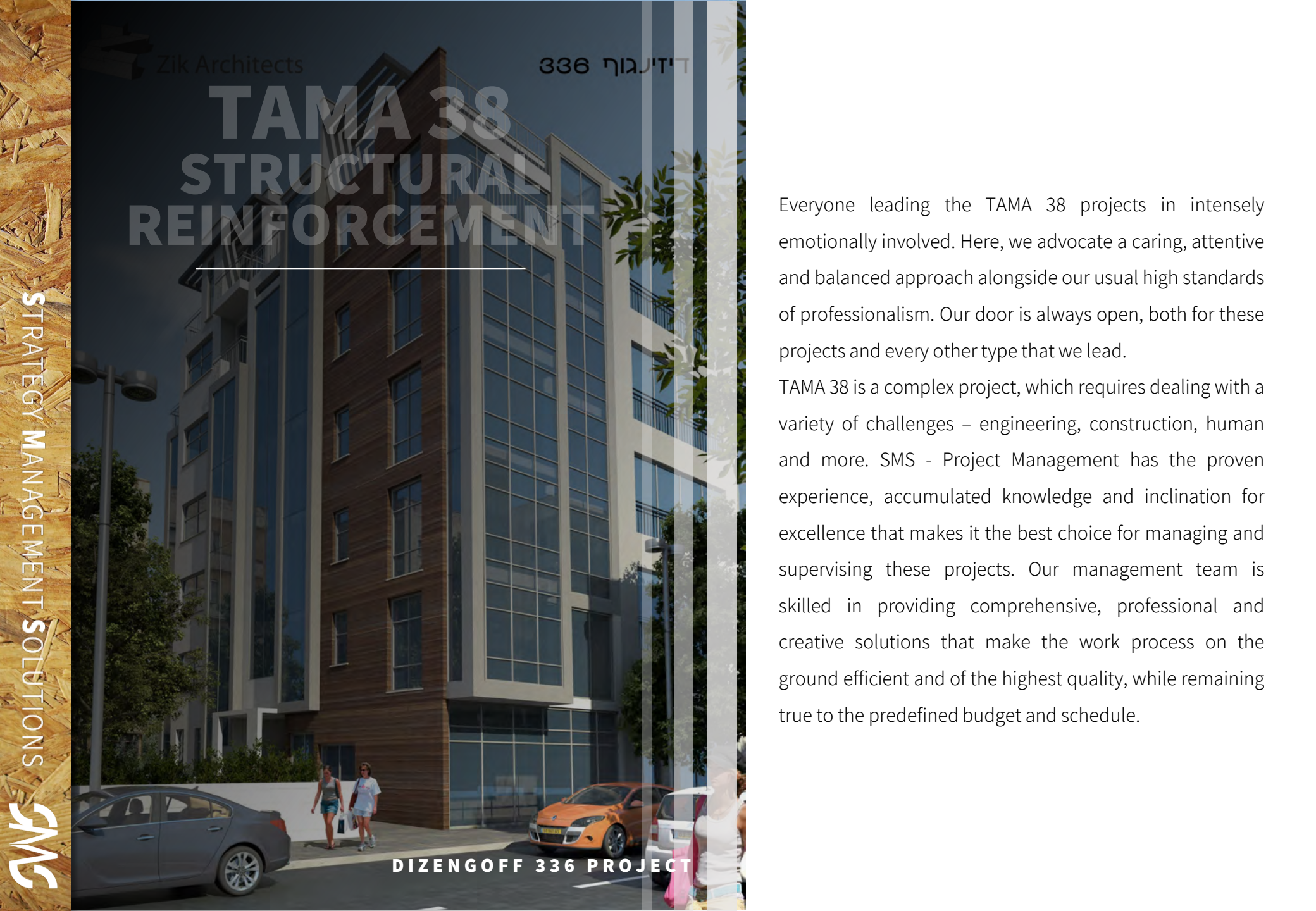
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SAVE A CHILED'S HEART PROJECT

Project management in private construction requires expertise, knowledge, professionalism, experience and a deep and intimate understanding of the construction and real estate market. The unique management method developed by the company, which includes an innovative management strategy and the adaptation of creative and individual solutions for each client, allows SMS - Project Management to handle any challenging and complex project in the construction of residential buildings.

The company has proven practical experience in managing multiple and varied residential projects in a wide assortment of locations.



Zik Architects

דיזנגוף 336

TAMA 38 STRUCTURAL REINFORCEMENT

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DIZENGOFF 336 PROJECT

Everyone leading the TAMA 38 projects is intensely emotionally involved. Here, we advocate a caring, attentive and balanced approach alongside our usual high standards of professionalism. Our door is always open, both for these projects and every other type that we lead.

TAMA 38 is a complex project, which requires dealing with a variety of challenges – engineering, construction, human and more. SMS - Project Management has the proven experience, accumulated knowledge and inclination for excellence that makes it the best choice for managing and supervising these projects. Our management team is skilled in providing comprehensive, professional and creative solutions that make the work process on the ground efficient and of the highest quality, while remaining true to the predefined budget and schedule.



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Project Sample

STRATEGY



Rothchild Fund - the National library ■ Hot telecom (18,000 square meters) ■ Gilon Investment House ■ Denishra Industrial Park (30,000 square meters) ■ Mizrachi Bank branches ■ Mizrachi Bank branch in Zurich ■ Tefachot Bank branches ■ Mivtachim Pension Funds (6,500 square meters) ■ Young Mivtachim (3,500 square meters) ■ Ossif - Holding Company ■ Mivtachim branches in Israel ■ Intec Investments ■ the Everest Fund ■ The Etgar Fishman Fund Holding Company ■ Harel Capital Markets ■ Harel Insurance Company including all of its branches ■ Bank Hapoalim – establishment of boutique branches ■ the “Chever” offices ■ Madanes House ■ Menora Mivtachim – office floor ■ Bank Hapoalim – tens of branches throughout Israel ■ the offices of the agricultural panel of Yehud ■ the Israeli Defense Ministry - a number of projects ■ the Israeli Air Force - consultation regarding the certification and approval of new technologies ■ the Faculty of Music - Ono Academic College ■ hospitals and clinics ■ The Israeli Water Planning Group ■ Migdal Insurance Company ■ Bank Egud ■ Amitim ■ Young Mivtachim

STRATEGY MANAGEMENT SOLUTIONS

Sample
Banks,
instituti
Insuran
Compa

Mellanox – data center and company offices (18,500 square meters) ■ Big Band (7,000 square meters) ■ Google – Haifa ■ Google - Tel Aviv ■ SAP (28,000 square meters) ■ Bezeq - central data center ■ Bezeq - call center 144 ■ Teva ■ Xerox ■ the Mishabev factory ■ E.C.Tel ■ Ensemble ■ Commtouch ■ Espro ■ MVT ■ Soft Touch ■ Queer ■ Wegel ■ Gold Trade ■ Mind Space ■ Nirvana ■ Optics ■ Wind Band ■ Sayfan ■ ICQ ■ Metalink ■ People and Computers newspaper ■ Web College ■ Adobe Quick Soft ■ XMPIE ■ Eshbal ■ PPD Gobal Ltd. ■ Clear Forrest stage 1 ■ Clear Forrest stage 2 ■ Infinitidat ■ the Eisenberg Group ■ Comverce – data center and offices (17,000 square meters) ■ Nice ■ AVG ■ PRA sentinel-lab - stage 1 ■ Incapsula ■ Q Core - stage 1 ■ Music Lab ■ Commtouch - stage 2 ■ Kavim ■ AVG - stage 2 ■ Icon ■ Natural Intelligence ■ Sintec Media ■ Harmonic Video Systems ■ Nespresso ■ Clalit Medical Center



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Hi-Tec

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Ha-Koach Harav-Leumi ■ Danziger Klagsbald - Attorneys at Law ■ Leshem
Bradwein - Attorneys at Law ■ Joseph Zaltzman - Attorneys at Law ■ Asher Haled
- Attorneys at Law ■ Byrne Wolerman - Attorneys at Law ■ Shavit Brown Nov
Yagur - Attorneys at Law ■ Zadok and Co. - Attorneys at Law ■ Yehuda Rave -
Attorneys at Law ■ Yaron Byrne - Attorneys at Law ■ Avital Dromi - Attorneys at
Law ■ Haim Mann - Attorneys at Law ■ Pollak Matalon - Attorneys at Law ■
Caspi Babnik - Attorneys at Law ■ Leon Orlitzky - CPAs ■ Oded Houshner - Land
Appraiser ■ Giza Zinger Even ■ Prof. Gross Klinghandler Hodek Halevi - Attorneys
at Law ■ Bino Zadik ■ the embassy of Chile ■ Sybil Europe Investments ■
Baker Tali - CPAs ■ Sharkon Ben Ami - Attorneys at Law ■ Paz Economics



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Sampl
Attorn
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offices
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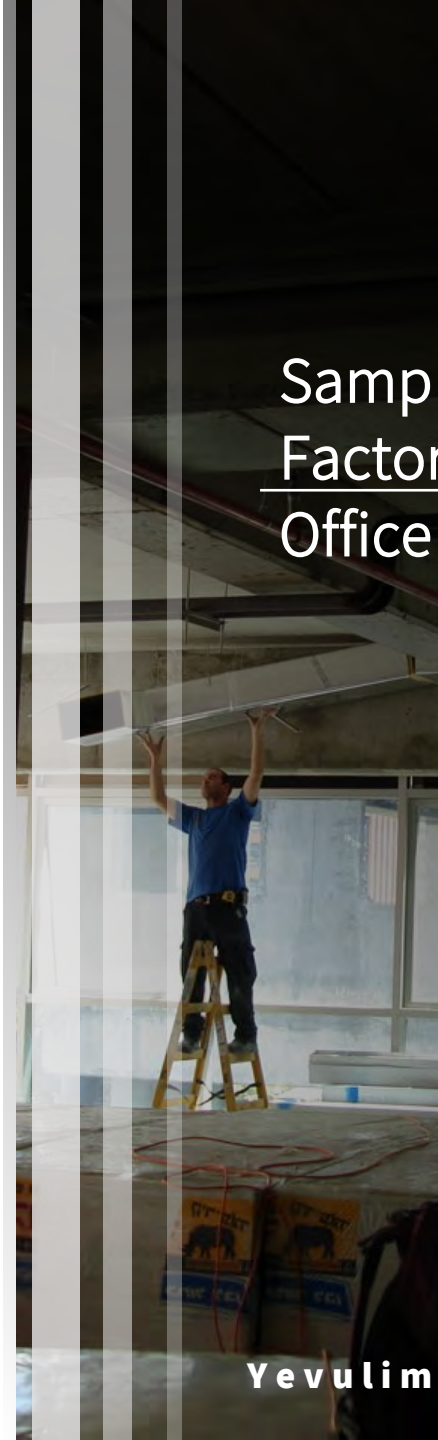
Gornitzky

Samp
Factor
Office

Event hall - Ariana - Jaffa (1,800 square meters) ■ Aligal Industries ■ Lev Mivlatim Factory ■ Teva ■ Hamishbev factory ■ Sport hall in Ramat Hasharon ■ Ballroom in the Hilton hotel ■ Sonol office building in Ashkelon ■ SAP office building ■ Bezeq data center ■ Yevulim office building (23,000 square meters) ■ The National library - the Hebrew University ■ Hot - labs, communications rooms and logistical center ■ TMC - adaptor factory ■ “Hatzel Libo Shel Hayered” House - Holon ■ Aluminum factory in Emek Hefer (4 acres) ■ Rezipool logistic factory (4 acres) ■ Office building – Habarzel 30 (24,000 square meters) ■ The Kiriya Ono Academy of Music ■ Surgery rooms in the Meir hospital ■ Clean rooms ■ Laboratories



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Yevulim

Mellanox - data center and company offices (18,500 square meters) ■ Big Band (7,000 square meters) ■ Google - Haifa ■ Google - Tel Aviv ■ SAP (28,000 square meters) ■ Bezeq - central data center ■ Bezeq - call center 144 ■ Comverse - data center and offices (17,000 square meters) ■ Harmonic Video Systems ■ Alcatel Lucent ■ Nice ■ AVG ■ Sentinal Lab - stage 1 ■ Incapsula ■ Q Core - stage 1 ■ Music Lab ■ Commtouch - stage 2 ■ AVG - stage 2 ■ Natural Intelligence ■ Infinitidat



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Server
and D
Cente


SAP

Carlebach St. reconstruction - Tel Aviv ■ Ben Gurion St. reconstruction - Holon ■
Hankin St. reconstruction - Holon ■ Prof. Shor St. reconstruction - Holon ■ Alufei
Tzahahl St. reconstruction - Holon ■ Hagana St. reconstruction - Tel Aviv ■
Economic and Engineering Program - Port of Jaffa ■ Additional projects which are
in the planning stage for the Tel Aviv municipality

Apartment building for preservation on 23 kalisher St. - Tel Aviv ■ Apartment building on 6 Yavne St. - Tel Aviv ■ Apartment building on 11 Motza St. - Ramat Gan ■ Apartment building on 90 (a) Hayarkon St. - Tel Aviv ■ Apartment building on Amnon and Tamar St. - Ramat Gan ■ Apartment building on 3 Shvil Ha-zahav St. - Raanana ■ 3 apartment buildings in the Kfar Ganim neighborhood of Petach Tikvah - 78 units ■ Apartment building on 122 Ahad Ha'am St. - Tel Aviv ■ Apartment building on 4 Cordoba St. - Tel Aviv ■ Apartment building on 9 Esther Ha-malka St. ■ Apartment building on 10 Ha-congress St. - Tel Aviv ■ Apartment building in the Shapira neighborhood - Ba'al Ha-akeda St. - Tel Aviv ■ Apartment building on Ben Atar St. - Tel Aviv ■ Apartment building on 59 Florentine St. - Tel Aviv ■ Apartment building on 17 Ha-eshel St. - Tel Aviv ■ Private residence - 48 Herbert Samuel St. - Tel Aviv ■ Private residence - 4 Merkaz Ba'alei Milacha St. - Tel Aviv ■ Apartment building - 96 Ahad Ha'am St. ■ Private residence in the Gush Ha-gadol neighborhood - Tel Aviv ■ Private residence on 31- 33 Ha-kishon St. - Tel Aviv ■ Private residence on 10 Bograshov St. - Tel Aviv ■ Apartment building on 10 Nahalat Binyamin St. ■ Apartment building on 24-26 Yehuda Hanassi St. ■ Apartment building on 336 Dizengoff St. ■ Apartment building on 9 Gershon Shatz St. ■ Apartment building on 20 Yehuda Ha-yamit St. - Tel Aviv ■ Apartment building for preservation on 7 Yavne St. - Tel Aviv and tens of additional projects ■ Apartment building on 10 Halperin St. ■ Apartment building on 9 Bar Kochva St. - Tel Aviv ■ Apartment building on 122 Ahad Ha'am St. ■ Dizengoff - Arlozorov Hotel ■ Private residence - 47 Bar Kochva St.

Sample
Residential
Buildings

Struck Pro

A person in a dark suit is shown from the chest up, holding a stack of four framed images of modern interior spaces. The images show various rooms: a living room with a fireplace, a dining area, a kitchen, and a study. The quote is overlaid on the middle two frames.

“ Creativity is seeing what everyone else has seen, and thinking what no one else has thought. ”

Albert Einstein



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