

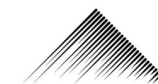
SMart APPlications Alliance (SMAPPA)

Barcelona, 22 January 2020



TeleSoftas

byte-consulting



BEE NET – EBN TEAM PRESENTATION



Sis.Ter srl is a dynamic Italian company, founded in 1997 that deals with systems and data integration to create solutions to support decisions. Sis.Ter srl has a single mission: to bring innovation into the sphere of digital applications through consulting and services, above all in geospatial information technology and data visualization. The company offers consulting, design, research and development services in the field of Geomatics, Smart City and Decision Support System. Our technological platform, called **CityOmnis**, is able to integrate and analyse various data sources, adding value to the final development.



Headquarter: Imola

R&D center | Systems Integration | Geospatial Analysis | Decision Support Systems | Heterogeneous technical skills



BEE NET – EBN TEAM PRESENTATION



TeleSoftas is a bespoke enterprise software development company that provides digital transformation & consulting services to clients worldwide. Founded in 2004, TeleSoftas team consists of over 200 top-level engineers and designers, based across Lithuania as well as offices in Amsterdam, San Francisco, and Zurich. We help you build the full product from start to finish, including but not limited to Front-end Development, Back-end Development, Enterprise Mobile App and Web Application Development. Our portfolio consists of such clients as Tele2, the Smithsonian Museum, Ferrari, Aon, TV2 Denmark, Viavi, Westwing, BBC TWO, Kurts, Tele2, Stage Enterprises, YellowDog, BlackStone Group and others.



Headquarter: Kaunas

International experience | Community of 200+ professionals | Broad technological knowledge | Agile operating model



BEE NET – EBN TEAM PRESENTATION



byte-consulting

Byte-Consulting started as a consulting company back in 2015 offering IT Consulting services to the foreign clients (ITSM, Support services, Technical support Helpdesk and Support desk implementations).

We helped many global organizations to overcome digital and technology challenges by introducing new systems to automate your business thus saving valuable time and expense. Striving to constantly upgrade and fine tune our methodologies to guarantee your business is more efficient and has the competitive edge.



Headquarter: Osijek

IT Consulting | Research and development | Export of services and products | Business Intelligence



BEE NET – EBN TEAM PRESENTATION



MONTEM A/S is a limited liability company founded by two Computer Science graduates (M.Sc. in ICT Product development) from Aarhus University in 2016. MONTEM develops intelligent infrastructure for different sectors on municipality and national levels. We are specialized in developing research-based, high resolution and low-power sensor networks for digitalizing existing infrastructure. We are a combined hardware/software company focused on developing holistic solutions for creating more sustainable and data-driven urban environments.



Headquarter: Aarhus

Research-based smart city solutions | Highly technical team | Creating sustainable and liveable cities



BEE NET – EBN OBJECTIVES

Internationalization as a strategy because of the nature of the industry (ICT)
Very strong relationship between internationalization and innovation process
BEE Net helped us to find companies with similar vision in order to establish strong base for international growth

4 companies with common business core: **ICT and digital transformation**

Common vision:
Expand and improve **international business**, enhance each other knowledges and improve capacity to exploit **foreign markets**.



Target Country: **Germany**



Project focus: **Smart Cities solutions**

Horizontal and vertical integration between IT technology chain suppliers

EBN **cover the whole project process:**

- consultancy activity
- hardware (smart sensors) supply
- systems integration and development
- big data analysis up to tailored IT developments for final customer's needs



*Target Country: **Germany***



*Project focus: **Smart Cities solutions***

- **Market research and analysis** to identify how to access efficiently the German Smart City market
- Search and **identification of a German operator** who can represent EBN in the market - active collaboration with the network of economic and commercial attachés
- **Technical work (workshops)** to facilitate effective preparation of the **main value proposition** of EBNs and joining the skills and knowledge required for improved planning and monitoring of project activities
- Preparation of structured **information material** in German
- Participation in **international meetings and fairs** in Germany:
2 international exhibitions (**INTERGEO** and **Smart Country Convention**) +
final **brokerage (matchmaking) event in Berlin** (organised by EBN) with the group of picked industry experts

BEE NET – SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTH	WEAKNESSES
Cluster/partnership of different field experts Diverse perception and experience Combination of both services and products to accomplish the plan Experience in Innovation and Smart IT solutions	Identification the desired area partner/operator High hardware certification costs External services costs (B2B consultancy...)
EXTERNAL FACTORS	
OPPORTUNITIES	TREATS
Large market with proven needs for digitalization and automatization IT oriented Conferences and fairs Tenders ((public and government)	International strategy issues at the targeted market for the digitalization and innovation Eurozone crisis Additional Certification costs for compliance on targeted market

BEE NET – SWOT



Well defined **strengths**: great knowledge base, different views and experiences, ability to combine products and services.

Weaknesses: finding the most suitable partner (business representative) in the target market and limited demand forecasts.

The target market itself has the predisposition and requirements to implement innovations for urbanization and infrastructure, but the improvement due to the projects strategies is quite slow. **There is a need for strong international partnerships, based on experience and great technological know-how.**

Sharing good practices in the field of Smart Cities solutions is what this EBN has to offer.

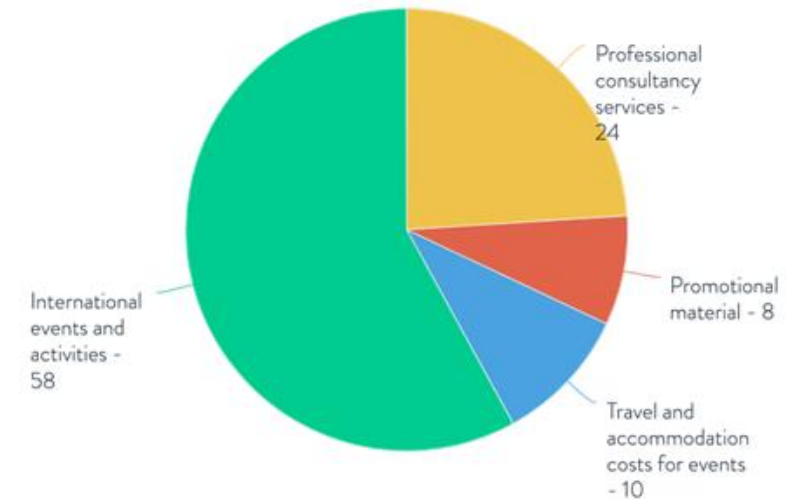
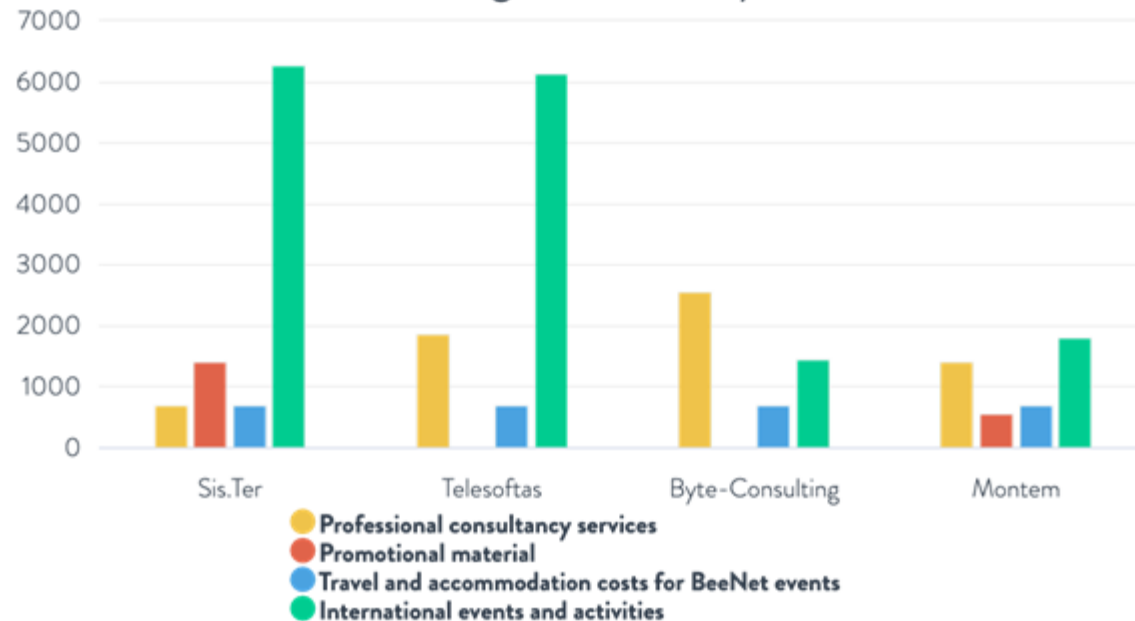
EBN is able to create the business network and to find suitable area partner. This can be achieved through Business Missions, Fairs and Conferences, B2B and B2G events organized in Germany, as well as active collaboration with economic and commercial diplomats.



BEE NET – EBN BUDGET

SMAPPA budget amount: 26.906 €

Budget Summary



BEE NET – EBN ACHIEVEMENTS AND FUTURE



Expected impacts of proposed action plan can be summarized in 4 main points:

- Increase and improve relations abroad, firstly, with project partners. In order to develop synergies that can be exploited even after the conclusion of BEE NET project.
- Increase partnerships and commercial representation agreements in the target market.
- Improve each other's network, level and quality of provided service. Thanks to the integration of services, products and the contamination of ideas and experiences.
- Increase the number of exports in the target market, reaching the goal of at least one shared customer by the end of BEE NET project.

BEE NET – EBN ACHIEVEMENTS AND FUTURE



After being tested in Europe, through the **German** market, **future initiative** could be to carry out this same type of action plan also on **emerging different markets**. Where thanks to already existing connections, EBN could have a possibility to start **sustainable business development**.

It is a great opportunity **to gain significant experience** in managing and implementing **large scope projects!**

THANK YOU FOR YOUR ATTENTION!

See you in Germany!

