



Amera Systems

Company Presentation

Ianuarie 2017

Content

- **Company Background**
- **Company Mission**
- **Company Expertise**
- **Partner Portfolio**
- **Case Studies**

Company Background

- **Amera was founded in 2015 as Value-Added Distributor by a group of industry veterans and friends who have been working together in the telecommunication and high-tech sector for the last 20 years.**
- **We held senior positions with international system vendors and investment firms like Huawei, Cisco, Siemens Venture Capital, GigaBeam, StreamWide and worked with customers, both direct and indirect, in EMEA, brokering deals and projects in the tens of millions of dollars.**
- **Amera operates from headquarters in Constanta, Romania's second largest city and home to one of Europe's largest sea ports.**
- **Constanta is the fourth largest port in Europe, ranked just after Rotterdam. Constanta is working towards becoming the destination of choice for commodities on a 1,200-kilometer radius to the West. It is a destination for trucks, barges, and trains from Hungary, Bulgaria, Serbia, Austria, Montenegro and Slovakia which want to transport the goods on the Danube and access via the Black Sea to markets in the Middle East, Africa and South-East Asia.**



Company Mission

- Amera was established with the goal to provide Valued-Added Distribution and to bring alternatives to the Romanian market that go beyond the “usual suspects” of companies and technologies offered.
- We tailored an end-to-end portfolio of solutions that both provides the latest wireless communication systems on the infrastructure side, and covers all the way to the last mile with innovative equipment on the end-user side.

We understand our business not as “simply selling”, but as “creating awareness”:

- We put a special emphasis on the expanding IoT/M2M markets, targeting private as well as big enterprise clients.
- We aim to actively promote IoT/M2M technology through use-cases, in industries like automotive, manufacturing, energy, healthcare and the public infrastructure – making the benefits of connectivity highly visible to Adopters.

Company Expertise

How does Amera create sales revenue and brand exposure for the companies we represent and distribute:

- **Business Development:**

- We proactively pursue new opportunities in the technology areas we represent.

- **End-to-End Responsibility:**

- We take care of the complete sales cycle, including pre- and after-sales services, import logistics, customer training and support, product maintenance, in line with our partners' need.

- **Lead Exposure through Cooperations:**

- We are able to increase our exposure to potential leads through co-operations with some of the leading local System Integrators.

Company Expertise

Through Amera partners we are also involve in :

- **Software development :**

- One of our projects was the development of a management silo software solution, a complex software solution, dedicated to WINDOWS and MAC systems, intuitive and friendly aimed for the contract management in a unit designed for expedition / reception of divisible goods, fitted with electronic scale.

This solution was implemented to different customers from Romania as Archer Daniels Midland (ADM), Unigrains Grains Trading, Danube Grain Services, Agroghiordunescu, Nord Star Shipping, etc.

- We take care of the complete sales cycle, including pre- and after-sales services, import logistics, customer training and support, product maintenance, in line with our partners' need.

- **R&D hardware and software with applications in:**

- Smart metering (in cloud, multitenant), IOT, M2M solutions (ATM Advanced Security Monitor, SCADA integration, Industrial Automation, etc)

Distribution Partner Portfolio

Amera offers a wide range of wireless technologies, based on the latest standards, both on the infrastructure and the client side.

Wireless Infrastructure and Technologies	<ul style="list-style-type: none">• Axelleran / LTE Small Cell Solutions• Jaton Tech / Wimax-LTE Dual-mode CPEs• Aloomo (OEM of Compex) / 802.11 ac Wi-Fi Access Points, Surveillance Solutions• Repeatit / Backhaul Solutions in 5 GHz, PtP/PtMP
Enterprise Networking	<ul style="list-style-type: none">• Billion / Switches, Routers, 4G/LTE Vehicle Connectivity• Peplink / Multi-WAN VPN bonding (SD-WAN) routers and access points with industry-leading durability
IoT	<ul style="list-style-type: none">• PAL Electronics / Access Control and Smart Parking Solutions• SwitchBee / Smart Home Lighting Solutions
IPTV/DVBT	<ul style="list-style-type: none">• Harmonic / Worldwide leader in video delivery infrastructure



Case Studies

Amera has been able to successfully engage, on behalf of our partner companies, in large scale tenders or procurements, in different sectors and countries.

For reasons of confidentiality we cannot disclose details, but we would like to share a general outline of some of these projects to give you a better idea of our capabilities:

Service Providers:

- We introduced a wireless infrastructure vendor that previously failed to win projects in Romania, to two major accounts (estimated value for each opportunity: 10 mio Euro) and have field trials scheduled.**
- We successfully opened the market in a neighboring country for an additional equipment vendor and are starting to have first sales (cycle: 6 months).**
- We introduce a digital television vendor to the Romanian market**

Enterprise Sector:

- We are in negotiations to deploy wireless infrastructure at a car manufacturing plant.**
- As Master Distributor in Romania for a young IoT company we have built up a national reseller network, and are currently engaged in the same procedure for a second company.**

Government:

- We are promoting one of our partner technologies in a government project worth several million Euros. The partner company was not present in Romania previously.**

Engagement with IoT/Smart Solutions

What are we looking for and what can we provide:

Potential Opportunities:

- We have two leads for smart cities solutions, where we was invited to test equipment as soon as 2017. Translated into sales potential, both opportunities are worth several thousand equipments over the next two years.

What we are looking for:

- IoT/M2M technologies that complement our portfolio and enable us to approach a more diversified customer base.
- Relations with companies that understands the value of brand building and brand recognition in the long-term, not only for the next season or two.

Thank you!

We hope to do business with and for you.

Contact: robert@amerasystems.com



Amera