

Growth-Driven Business Development - Europe

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Associate Vice President EIoT Europe



Leading Embedded & IoT Platform Innovations

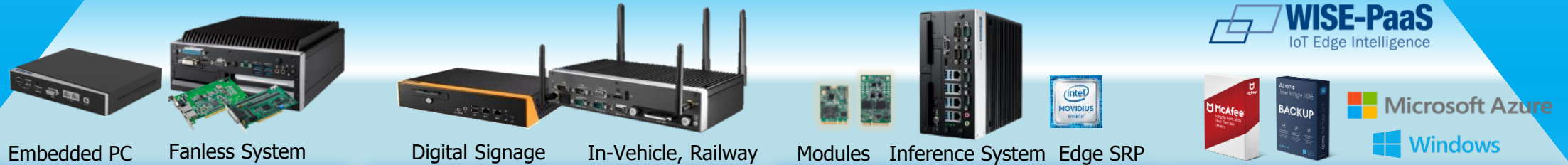
Industrial Peripherals



Intelligence Software Built-in



Edge to Intelligence Solutions

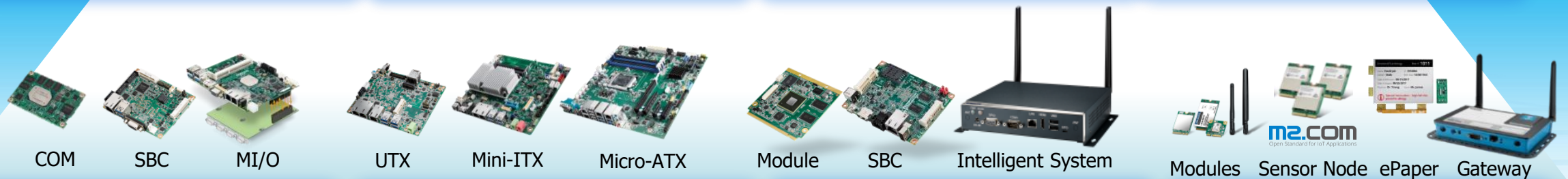


Embedded Systems

Vertical Focused Systems

Edge AI Solutions

SW Distribution & Cloud



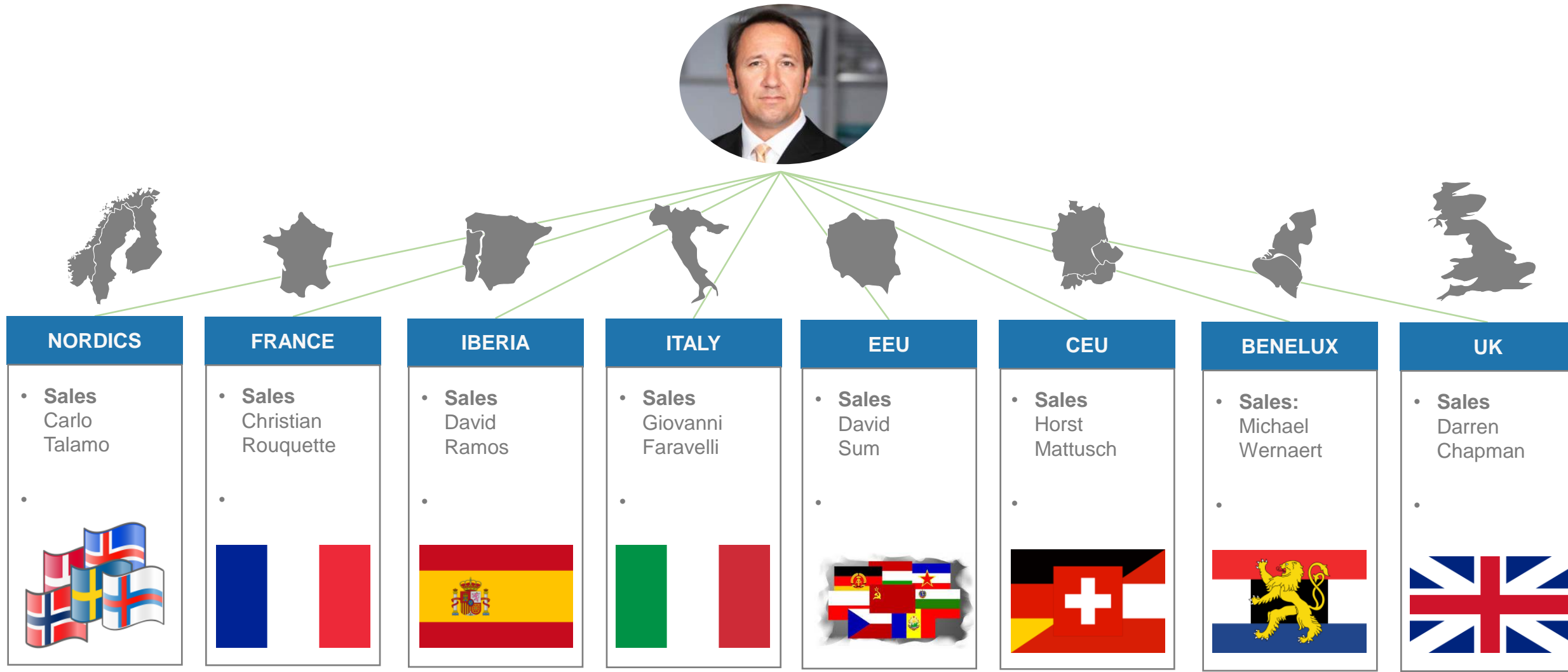
Small Form Factor

Industrial Motherboards

Arm-based Platforms

Wireless Solutions

Embedded IoT Sales & Support Offices













Next Steps of Expansion in Europe

- Sales Organization

- New Office in Madrid, Spain
- Add Channel support in Nordics and Eastern Europe
- Add Direct Sales in France, Spain, CEU and Ireland
- Expand our Business Development Teams for WISE-PaaS and Embedded products

- Vertical Markets

- Lottery, Sports Betting and Vending
- Transportation and Logistics

				
FRANCE	IBERIA	EEU	CEU	Ireland
<ul style="list-style-type: none">• Sales Christian Rouquette	<ul style="list-style-type: none">• Sales David Ramos	<ul style="list-style-type: none">• Sales David Sum	<ul style="list-style-type: none">• Sales Horst Mattusch	<ul style="list-style-type: none">• Sales Darren Chapman
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European Global Design & Manufacturing Services (DMS)

Latest Technology, Vertical Solutions, Global Services



Vertical Expertise

- Medical – deeper & broader
- AI-integrated IoT solution
- Automation & Transportation
- Smart display & Tablet

Latest Technology

- Demo/Evaluation kits
- Working prototypes
- DMS Early Access program

Countless Product & Platform

- Global top share
- Cross Sector / BG
- Edge to Cloud Service

Design

Concept & Planning
Use the latest technology, cost analysis, key components breakdown and lead time evaluation

Design to Quality
Comprehensive quality support team ensures every element in the project cycle is carefully managed.



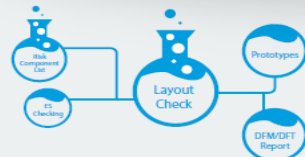
Design to Manufacture
Task oriented team composed of engineering, fulfillment, quality, and manufacturing experts



Capabilities:

- Electrical Design
- Mechanical Design
- Industrial Design
- Software Design
- System Design

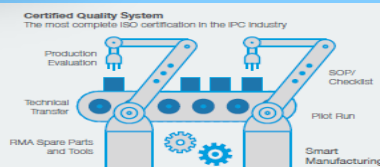
Develop



Validation



Manufacturing

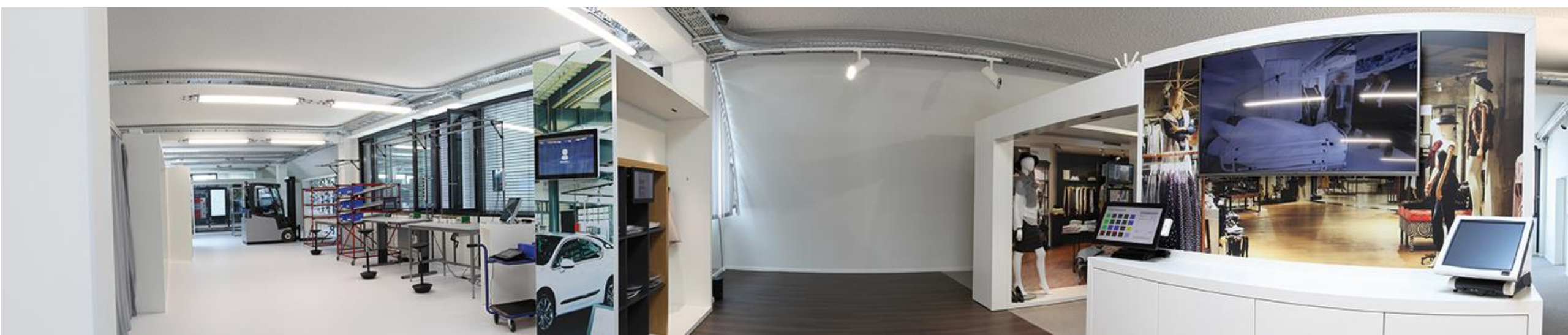


Worldwide Service

Worldwide Service Networks
We are the only IPC supplier with comprehensive worldwide service centers conveniently located to serve our customers.



Embedded IoT Competence Centers in Munich



European Engineering Competence Center

- Local R&D and Design-In Support
- Professional Project Mgmt
- World-Class Technical and Certification Support
- Application Expertise
- Local Time Zone & Fast Response Times
- Training & Education Programs

Innovation Hub

- Advantech IoT Value Proposition
- WISE-PaaS, DeviceON and AI Showcases
- Real-Live Application Experience
- IoT Think Tank
- Focal Point to Partners & Customers
- Superior Brand Recognition

A Full Menu of Comprehensive Services

Embedded Software Services



- Embedded BIOS
- Embedded OS
- SUSI Software API
- iManager : Intelligent Self-Management

Windows Embedded



Device Operation Management



- Remote Management
- Update Management
- Monitor & Control
- Alert & Action

WISE-PaaS/DeviceOn

Software & Cloud Integration

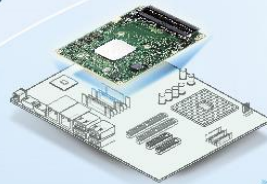


- Multiple Cloud Support
- McAfee IoT Security Solution
- Acronis Backup and Recovery
- Marketplace Online Software Store

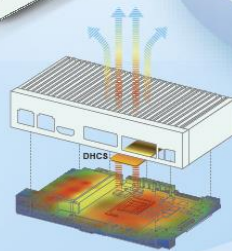
Microsoft Azure arm PELION

McAfee Acronis

Carrier Boards Design



Thermal Optimization



Multiple I/O Extension



AI Acceleration Modules



Industrial Display Systems



SSD, Memory, Wireless Modules



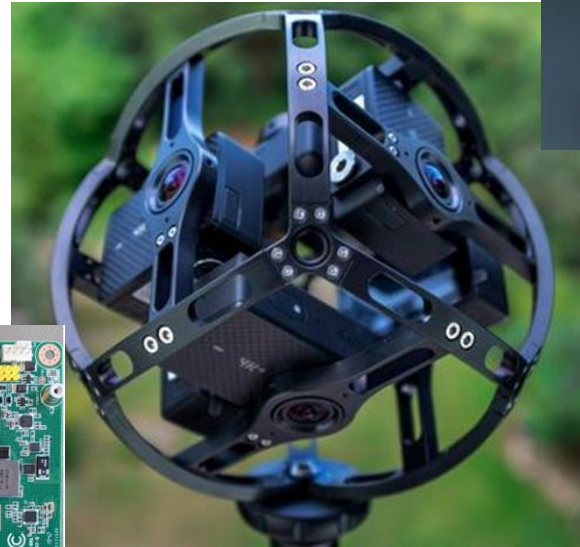
Full Spectrum of Embedded Platforms



BIVROST & Advantech – A true Success Story



- Bivrost and Advantech closely cooperate on a high performance and most advanced AI VR platform facing an extremely tight schedule
- Advantech assigned an European project & engineering team to assure local best in class customer support



WISE-PaaS/ DeviceOn
Empowers Edge Intelligence

DeviceOn.Dev

- Device Management**
 - Device Monitoring and Diagnostics
 - Device Control & Updating
- Data Management**
 - Data Acquisition and Storage
 - Secure Data Access
- Connectivity Service**
 - Device Connectivity
 - Plug-n-Play Peripherals
- OTA**
 - Software & Firmware Updates
 - Advantech BIOS Updates
- Rule Engine**
 - Distributed Rule Monitoring
 - Flexible Trigger and Action
- Data Security**
 - McAfee Threat Protection
 - Acronis Backup Recovery

DeviceOn.App

- DeviceOn OTA**
 - Software, firmware & configuration updates
 - Advantech BIOS updates
- DeviceOn FaceView**
 - Facial recognition
 - People counting
 - Behavior detection
- DeviceOn E2I**
 - Protocol conversion
 - Edge intelligence
 - Real-time virtualization
- DeviceOn ePaper**
 - EPD device auto-discover
 - Fast transmission
 - Device association

ADVANTECH

Build on WISE-PaaS Marketplace

WISE-PaaS Marketplace 2.0- DeviceOn Dev. & Apps

The screenshot displays the WISE-PaaS Marketplace 2.0 interface. At the top, there's a navigation bar with 'Products', 'Solutions', and 'Resource' tabs. A search bar is present on the right. Below the navigation bar, the 'Browse Apps' section is active, showing a list of apps categorized by 'Industry Focused Apps' and 'WISE-PaaS I App Products'. The 'DeviceOn Apps' section is highlighted, showing a grid of app cards for 'Device Management', 'FaceView', 'Equipment to Intelligence', 'ePaper Manager', and 'OTA Updates'. Below this, the 'DeviceOn Dev' section shows cards for 'Device Management', 'Data Management', 'Connectivity Service', 'OTA Updates', 'Rule Engine', and 'DeviceOn Security'. The 'DeviceOn 3rd Party Apps' section shows cards for 'Application Control' and 'Backup & Recovery'. The interface includes filters for 'Vendor' and 'Price Model', and a 'View Results' button. The bottom of the page features the Advantech logo and copyright information.

ADVANTECH

What can we do for you?

- **Cross Sector, Local Competence Center**

- Main interface to ACL WP.SENSE team
- Collaboration with RBU WISE teams for each sector

- **Roles & Responsibilities**

- Knowledge Sharing and Training
- 3rd level Support
- Project Support for Integration / Optimization / Customization
- Expert level technical interface to partners / ecosystem
- Feedback market/product requirements to ACL, enable co-creation of new SRPs with local partners

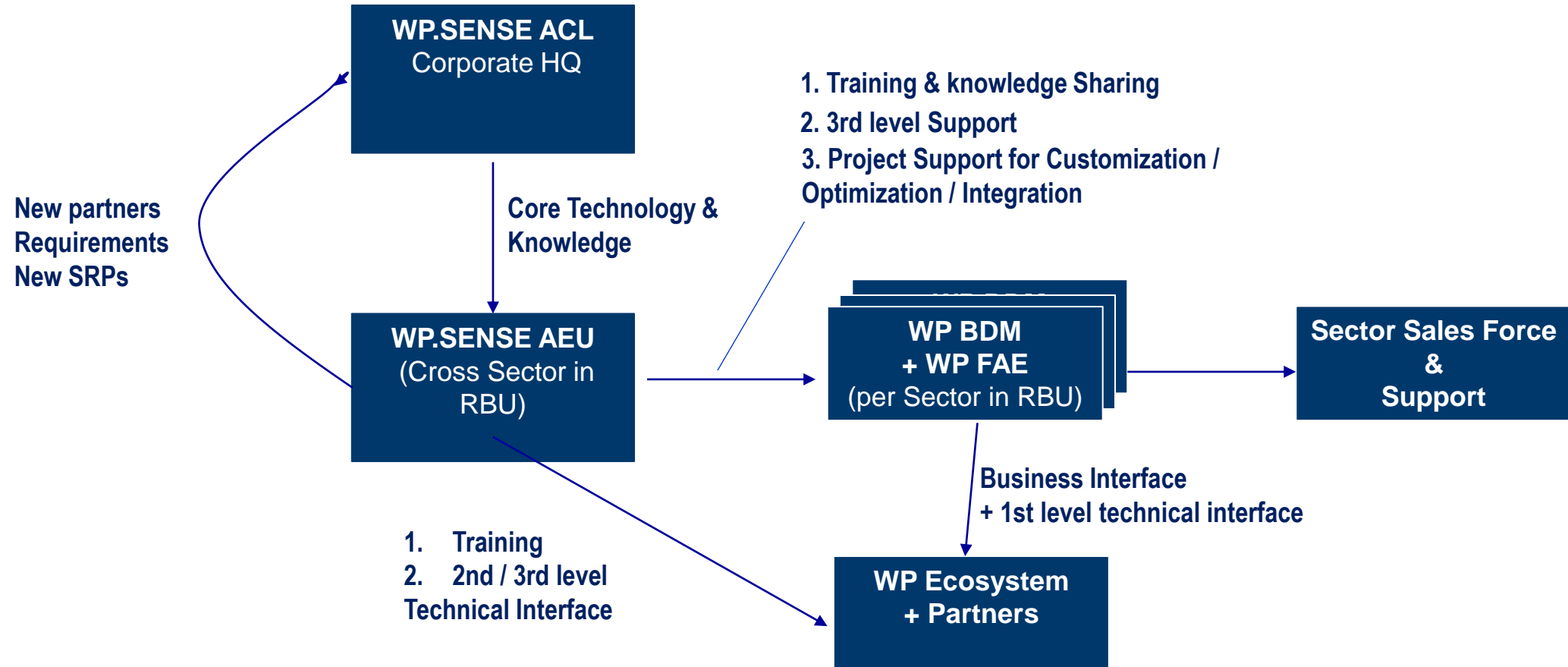
- **Engagement Rules for Project Support**

- Sector team:
 - WISE BDM
 - WISE FAE
- Sector team needs to qualify opportunity and seek sector head's approval

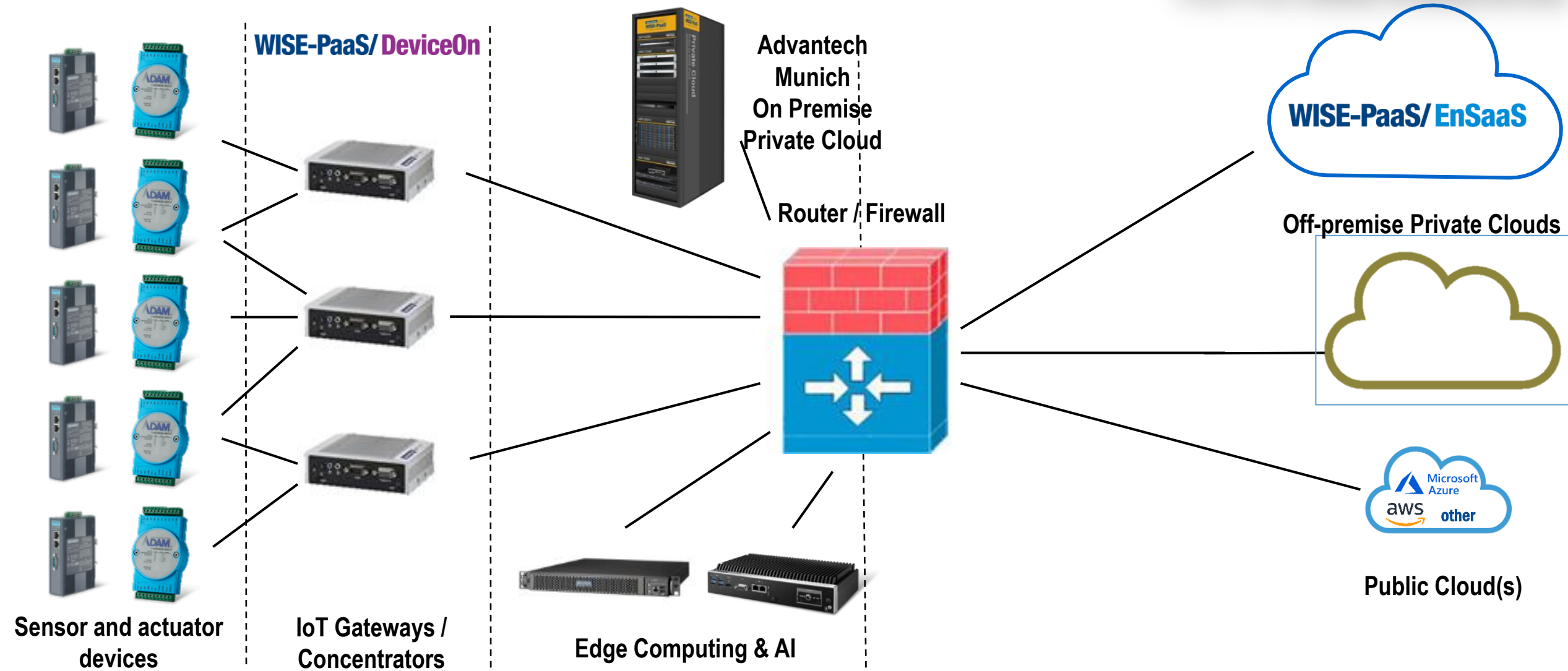
- **Expertise to share**

- Led by Software Architect
- Experienced SW Engineers as team member(s)
- Provide technical guidance & drive skill development of other WISE tech resources in the local organization

WISE-PaaS & DeviceOn Customization Services



AEU WISE-PaaS IoT Reference Architecture



Leading Embedded Core Innovation & Design-in Services

Time to Market

Leading Innovation

Design-in Service

Embedded IoT Europe – Your experienced and reliable Partner!



Industrial Motherboards

Computer On Module

Embedded Single Boards Computers

Arm-Based Computing Platforms

Industrial Flash & Memory

Embedded PCs

Embedded Software

Embedded Wireless Module

Co-Creating the Future of the IoT World

