MEET TELTONIKA NETWORKS!

WHO WE ARE, WHAT WE DO, WHERE WE BEGAN, AND WHERE WE ARE GOING?

What is Teltonika Networks?

Teltonika Networks is a global provider of IoT & IIoT equipment based in Lithuania, Europe, with offices situated across four continents. During more than two decades of R&D, product development, and manufacturing of IoT & M2M industrial networking devices, we have created a comprehensive product portfolio for various IoT applications, such as: Industry 4.0, Smart City, Green Energy. Teltonika Networks controls all the stages of the product development life cycle, allowing it to be fast and flexible in reacting to market demands and changes while offering devices that are reliable, secure, and easy to use.

How it all started?

Telecommunications have always been close to the core of the main competencies of Teltonika. However, the idea to merge the experience gained in mobile data transmission to an emerging market of machine-to-machine communication (M2M) was born in 2006. Such an idea was brought forward by a few engineers in the company, one of them, **Mantas Čižauskas**, who is now running the whole R&D of Teltonika Networks, remembers how things were different:

„Back then, we were able to do only a fraction of what we are capable of now. There was a lot to learn around firmware and product development of networking devices but that did not stop us. We used what we could find, purchasing CPU's *for our device. We were driven by a strong entrepreneurial spirit, which is still very alive in the organization today, and this granted us a lot of resilience and creativity!"*

Just like that, an idea turned into the first Teltonika cellular router, the RUT100. This device was the first step in a vast and unknown market of cellular IoT, which turned out to be a genius move building foundations for what Teltonika Networks is today.

Teltonika Networks today

Let's fast forward to 2020 where things are looking very different. Currently, we own a portfolio of 5 product groups with over 20 products; and demonstrate a stable 50% growth. Our ability to adapt to constant

We were driven by a strong entrepreneurial spirit, which is still very alive in the organization today, and this granted us a lot of resilience and creativity!

- Mantas Čižauskas,
Head of R&D at Teltonika Networks

from another business across the street from our office. Contracting another team of developers to compile our code into the firmware, drilling holes in the panels of the casing, which we adapted

changes in technology combined with working faster, better, and more innovatively than our competitors, helped us ship over a million devices to date. In just 14 years, Teltonika

Networks have claimed leading positions in the European market for professional cellular IoT routers and gateways, becoming one of the top five providers worldwide. Our product development today still heavily revolves around providing the best value IoT & M2M communication products for public and private sectors across all industries. Considering the whole market of networking devices – we represent a rapidly growing niche of IoT communication, which requires outstanding attention to detail when it comes to performance, functionality, security, and connection resilience.

What's next?

Our growth is only surpassed by our growth ambitions. We stay bold, courageous, and fast, as we gain priceless experience in one of the most demanding device segments in the networking market. We are currently working to fulfill our vision of becoming one of the global leaders of providing professional networking equipment that is secure, reliable, and easy to use – across all market segments. We aim to offer our partners and network engineers across the globe all the solutions they could require for any networking integration, server room, or data center. Our goal is to innovate for functionality, value, and performance by contributing to the worldwide adoption of IoT and Industrial IoT, making the lives of the people around the world easier, safer, and more convenient. We are planning to launch some products in the near future, and we are especially excited about the outdoor router, consumer router, and Cat 16/18 functionality.

THE ONLY RESTRAINT – A LACK OF IMAGINATION!

Teltonika Networks Connectivity Solutions Enable Infinite Amount of IoT & IIoT Use Cases

One Constant Across Six Industries for IoT

Our modems, routers, gateways, switches, or cloud platforms are rarely the whole solution; in most cases, they are an essential piece in the puzzle to make the entire project alive. We supply our connectivity products to six major industries where IoT & Network solutions are demanded the most: Industrial & Automation, Energy & Utilities, Smart City, Transportation, Enterprise, and Retail. All of our partners working in these different markets have one thing in common – incredible imagination when it comes to developing projects to solve real-world challenges. One of our core competences is to be close to our clients from helping them choose the right connectivity components for their ideas to supporting them on various configuration scenarios that fit their constraints best. Because of this close bond, we are continually receiving all sorts of use and success stories from our partners with Teltonika Networks devices at heart. What do a smart mousetrap and a police helicopter have in common? That's right, Teltonika Networks router. What about wind turbines, traffic lights, and a luxury yacht? The answer is the same!

Over 20 Products = Infinite Amount of Use Cases

The world we live in today is connected! IoT and M2M communication have changed the way we work and interact with people and technology.

"We are inspired by the creativity of our partners and are excited to be a part of this revolution," says **Marius Navickas**, the Head of Operational Marketing at Teltonika Networks. *"So far, we have just gathered a fraction of use cases with our solutions, but even now the range of areas where IoT is improving daily lives and operational efficiency is astounding. Solutions are ranging from remote monitoring of oil & gas pipelines to live*

streaming of religious services. One of the exciting projects we've recently partnered with was related to urban farming. The idea was to use technology and data science to reduce CO2 footprint by growing vegetables using indoor farms, sometimes even inside a supermarket or a restaurant. Machine Learning algorithms make sure that every millilitre of water and kilowatt of energy is used as efficiently as possible and our routers help to monitor and adjust these processes remotely. By implementing this solution,

the use metrics of transportation, necessary space, and water supply have all reduced by over 90% compared to conventional farming. It is amazing to know how much technology can help in creating a "greener" future."

> *The numbers speak for themselves and it is amazing to know how much technology can help in creating a "greener" future.*
>
> - **Marius Navickas**,
> Head of Operational Marketing
> at Teltonika Networks

INDUSTRIAL & AUTOMATION
Global adoption of automation demands the ability to monitor and manage equipment remotely to increase productivity.

SMART CITY
Connected sensors, infrastructure, vehicles, and devices require secure and reliable IoT connectivity products.

ENTERPRISE
Enterprise applications require primary and backup connectivity solutions that are secure, reliable, and easy to use.

ENERGY & UTILITIES
Reducing power consumption and maintenance costs by building wired and wireless IoT connectivity solutions.

TRANSPORTATION
Networking devices allow transport operators to optimize their businesses and create new revenue streams.

RETAIL
IoT connectivity solutions offer new ways to interact with clients and collect valuable data to make strategic decisions.

OUR DEVICES - YOUR SOLUTIONS!

At Teltonika Networks, we are inspired by the creativity of our partners and excited to be a part of their solutions by manufacturing networking products that are secure, reliable, and easy to use. Over the years of experience, we have been a part of hundreds of projects, ranging from healthcare and education sectors to autonomous robots and flying Zeppelin connectivity!

OUR UNIQUE APPROACH
The Difference Between Supplier and Partner

Seeking Synergy

Teltonika Networks has a unique way of working with clients, which allows us to build deep trust-based relationships with our partners. It is based on a few powerful and pragmatic principles tested and refined over many years of development, consulting, and research.

We "listen and help" rather than "analyze and tell." We help to engage the people within the organization and create a safe space for them to have productive conversations about the issues that matter to success the most. We help unleash the energy and creativity of leaders at all levels to develop solutions they feel excited about. We believe that dialogue is essential to align all aspects and help companies reach their strategic goals. This would not be possible without our sales team of more than 100 IoT experts. They are each working with a small number of clients enabling us to always be close to them.

According to our Head of Sales - **Mindaugas Navickas**:

"Our experts research our partner's business because, honestly, we can help clients and create maximum added value only when we understand their challenges and opportunities. The key to our success is the ability not only to meet the project requirements but to provide extra value. We seek to understand the business of our partners and use our experience to challenge and help them grow by capturing new opportunities together! The number we are most proud of is

that 90% of our clients never switch back to our competitor's devices once they start working with Teltonika Networks products."

Ready to Help

The desire to help is embedded in the DNA of Teltonika IoT Group, but it's difficult to grasp how deep it is rooted in every aspect of our operations. Communication with a client is not limited just by contact with a sales representative. Our marketing team is

The number we are the proudest of is that 90% of our clients never switch back to our competitor's devices once they try ours.

- Mindaugas Navickas,
Head of Sales at Teltonika Networks

also working hard to create additional value for our clients.

We are providing sales training and webinars for our customers because we want to share our know-how and experience. Once the others start to see our solution portfolio from the same point of view and hear real

success stories, their businesses are destined to grow. We continuously work to educate the market about our products and their use scenarios to drive demand for our clients. So far, we have launched 30 webinars on various topics in 5 different languages to maximize accessibility for non-English speakers.

Finally, our marketing team is engaged in creating various tools to help capture more opportunities, starting from customized presentations, video & promotional materials, and establishing technological partnerships with IoT Platform providers. Our partners appreciate our help and are using our devices in various business sectors. Together with them, we created over 55 use cases for Teltonika Networks solutions, and there is still plenty more to come!

RECIPE FOR SUCCESS
Our Product Development Philosophy

The Source

The Research and Development department is the backbone of the Teltonika Networks. Its journey began in 2006 from a single engineer motivated to create a cellular router for the emerging M2M & Telemetry demand in the market. With little knowledge at a time, our R&D turned to the most significant asset we had from the very beginning we established the needs and priorities of our partners Teltonika Networks portfolio with our first cellular router - RUT100. Even today, the majority of product development decisions are backed up by genuine market demand brought forward by the cooperation between our Sales team and partners. They are providing priceless insights about their needs, requirements, and advice regarding the products and their functionality. We continuously analyze these ideas and implement them in the form of periodic device firmware updates or entirely new products!
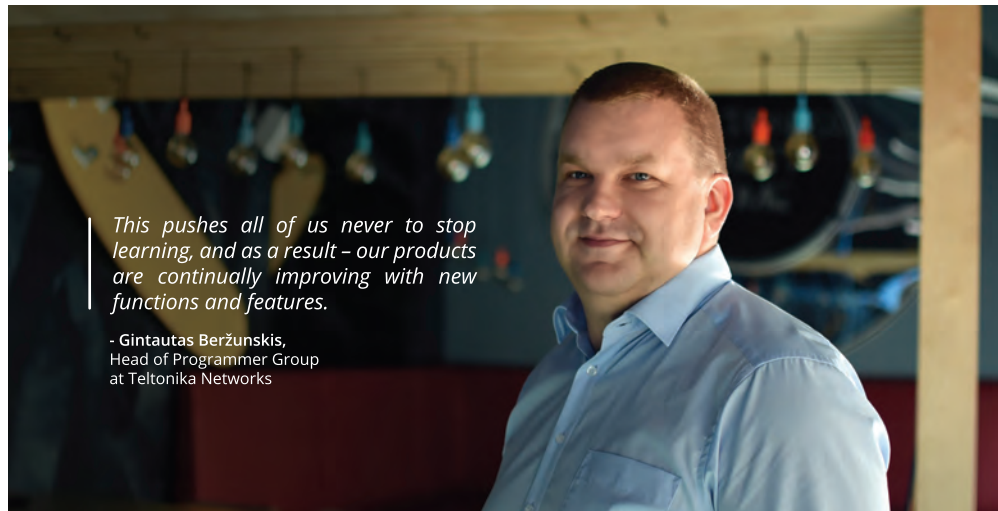
The Magicians

It's not just the strength of the workforce that sets the R&D unit apart – it's the caliber of the people working there, their expertise, and the legacy they have built over the years. One of the leaders of our R&D, responsible for the intangible but critical part of our solutions is **Gintautas Beržunskis**. He is the Head of Networking Programmer Group but started his journey at the company as a trainee, more than six years ago:

"I can say that one thing I like the most, to this day, is that from the beginning, I had an opportunity to contribute to the creation of new devices, new functions. Of course, at the start, I was learning from highly competent and experienced engineers, but still, the work I did seemed and was significant. The importance of it grew with every year as we learned valuable lessons, transformed ourselves within a changing technological environment, and gained more and more

This pushes all of us never to stop learning, and as a result – our products are continually improving with new functions and features.

- Gintautas Beržunskis,
Head of Programmer Group
at Teltonika Networks

understanding of what the market needs. As we get requests from very different customers, we get exposed to a vast amount of different usage scenarios for our products. This pushes all of us never to stop learning, and as a result – our products are continually improving with new functions and features. Overall, it is gratifying to get feedback from our partners that we helped them and made their solution better."

The Speed

From the very beginning of Teltonika IoT Group, proficiency in telecommunication technologies became one of the most important competences. The know-how in this field has helped immensely to offer hard-to-beat value while providing industrial-grade gateways & routers with cellular connectivity designed and manufactured in Lithuania, EU. However, there is another aspect in our product development cycle, which was a crucial component to skyrocket the popularity of Teltonika Networks connectivity solutions, which is - the speed. From the concept to the finished product – we develop everything in-house to ensure maximum quality and efficiency. This enables us to move as fast as possible because we do not need to rely on any externalities. Over the years, we have implemented hundreds of customized projects from the smallest firmware change to full-scale hardware alterations, which helped our partners capture more opportunities in this fast-paced technology environment - together.

MUCH MORE THAN SUPPORT

How an Essential Service Became
our Competitive Advantage

The Approach

The main role of any technical support department is to solve technical inquiries & issues related to the products provided. However, at Teltonika Networks, these are the people who are doing much more. The keyword here is – result. They are helping our device users to achieve working solutions with our products regardless of the scope of the challenge. Those solutions can come in an entirely different form than the inquiry requested, simply because these guys use all of their technical networking background

We grow, improve, make mistakes, and learn from each other.

- Vilmantas Simpukas,
Head of Technical Support Team
at Teltonika Networks

and experience by advising the best course of action possible. They aim to understand the whole solution, not just a small fraction of it, to make sure that everything works well – not only our device. Without them, we would not be where we are today.

The People

It's a department of more than 30 highly-skilled, experienced support engineers. They are willing to help our partners in any way they can, including the webinars, training, and even business trips to particular clients. Out of those 30 people, we could highlight every one of them because they have unique capabilities and insights. However, the leading person in this department is our Head of Technical Support team – **Vilmantas Simpukas**. The first support engineer of Teltonika Networks, the man who lies behind all technical inquiries and

problems, the man who manages how quickly and effectively everything will be solved. He says:

"I can boldly call the support team my second family. We grow, improve, make mistakes, and learn from each other. We

are a young, continually growing and ambitious team whose primary goal is to help as many customers as possible. I believe that we are moving in the right direction and that customers will be able to find answers to their questions easily using a selection of our support tools. Furthermore, I can promise You that every inquiry will be solved faster and faster thanks to my 2nd family –The Teltonika Networks support team."

The Tools

We provide technical support using several tools. VIP Helpdesk is an online platform for direct client inquiries, which helps us manage all queries and is convenient for the clients to share content and see the history of the past answers. Besides, we have developed a powerful tool – Teltonika Networks Wiki – where users of our products can find in-depth technical information about our devices in the form of manuals, configuration examples, and other technical materials. In addition to that, we are unique because we established the Crowd Support Forum. This tool is directed to the vast community of Teltonika Networks solution end-users. This tool allows everyone to get the professional-grade support both from the same engineers working in the Support department and other Teltonika Networks enthusiasts. Last but not least, we are utilizing our Youtube channel to post configuration and how-to videos, fulfilling one of our commitments to make network solutions that are easy to use.

WE STAND FOR

SMART AUTONOMOUS SOLUTIONS

SMART AUTONOMOUS SOLUTIONS

Micro-Mobility, Asset Tracking, Personal Tracking

From a customer inquiry to a whole new department

It all started in late 2018 when Teltonika was expanding its products portfolio and dividing departments to concentrate on specific product groups and increase its sales revenues. At that time, there were plenty of different inquiries from our customers to develop custom products by their requirements. Teltonika didn't have spare resources to fill those needs, and therefore a new department was formed. But still, one particular inquiry got our attention – Kick E-scooter tracker for Micro-Mobility. For Teltonika this inquiry has been a novelty, and no one believed it to be real since by that time there were only talks and speculations about the market size. However, our team didn't give up and persistently pushed the project and idea all the way further. **Marius Slavinskas**, Head of Sales at Teltonika SAS and Teltonika Telemedic, shed some light on the career-refreshing challenge: *"The challenging opportunity presented itself with a request from a customer to fill his needs with a kick e-scooter sharing project. As we have never worked in such a field, my first task was to dig deeper and do my homework. It went fast to the second stage, and a few months later Micro-Mobility division was created. The start wasn't easy: in Micro-Mobility industry, most of the companies are start-ups or companies that are strong in a particular city or country. We were not used to the situation when other companies do not recognize Teltonika, a well-known brand in-vehicle telematics world. However, step by step, after approaching each sharing company we knew, our input started to bring its first fruits. The key to success was flexibility. In a short period, kick e-scooter sharing device was built and adapted to the most popular kick e-scooter models. Afterwards, the second device for e-mopeds was created, and now we have another one for e-bikes to cover the whole segment of micro-mobility. As the division was expanding and growing stronger, new niches of personal tracking and asset tracking were combined with micro-mobility, and that's how Smart Autonomous Solutions department was formed to extend the portfolio for*

MICRO-MOBILITY
IoT solutions for urban cities, from free-floating to corporate sharing.

ASSET TRACKING
Long battery life tracking solutions for non-powered assets.

PERSONAL TRACKING
Solutions used to track your employees, telecare and pets.

worldwide applications. Now we are moving forward with electric mobility evolution to help make the earth greener". That was the bright side of Marius' story, as there have been so many times he had to start over to succeed. It was like a startup inside the big corporation – from one-person idea to a wide range of products, combining different technologies and use cases.

More projects don't necessarily bring success

Exact concentration gives the intended results. In the beginning, our sales team were bringing every custom-made project inquiry to our R&D: from simple trackers to any parking sensor or even meters. We wanted to get every customer possible and fulfil their requirements. Our team were calculating the costs and evaluating the complexity of every project, but eventually, we have put ourselves in a circle. In other words, we were becoming an R&D house with dozens of different projects. But that was not the vision of Teltonika after all, as we just realised that was a tough moment since we needed to grow. We have decided that exact concentration onto a particular product group could bring more success. That said, we have started with Micro Mobility as a niche to give us a start towards the Smart Autonomous Solutions. **Valdas Arlauskis**, Head of Constructions and Design team, commented on peculiarities of the process: *"Our SAS R&D team were lucky because since the establishment of the department all of our resources were allocated to the development of the new devices. The products have become even more complex and innovative, that required great effort, attentiveness and ability to make the right decisions in the shortest amount of time. These challenges provided an opportunity to acquire more knowledge and experience, which could be used to overcome new obstacles in the future. Conquering these challenges gives you positive emotions, connects and strengthens the team. It also gives energy and determination to go an extra mile towards improvement, both – for each individual and for Teltonika itself. At the same time, we can share our experience and grow new engineers and great minds who, by seeing examples of products that were already made and their success stories, can improve and boost team competencies even faster".*

Our past projects and the ones we plan to develop in the future assure us that there are no limits for us to improve personally and professionally. We have a Golden rule at SAS R&D department: *"With right priorities and concentration, everything could be done – we just need*

quantity and deadlines". Having such an attitude among our engineers, we are not afraid of what's ahead, knowing that any idea, good or bad,

is deeply considered. Hence, every partner is being heard. While building an identity, a lot of challenges await in the future.

OUR DIFFERENCE MAKERS
or life "Behind the Scenes"

Difference makers behind the scenes

Making a difference and going an extra mile is essential in our job line. Behind the scenes we have Technical Support Engineers who are tirelessly working to provide the best results. You can ask them anything – they will have an answer, and if not, they will suggest a better solution on how one or another task should be solved. Our devices are their best friends, and they know them better than anyone else. We are trying to change the understanding of technical support at Smart Autonomous Solutions department. If you want to understand the customer and be the quickest one, the key is response time. Time is the essence. If you have missed something, you have lost your chance, and no-one is waiting for you. The supply is enormous, and a customer does not want to wait. Every company has to adapt to a changing market, and it is difficult to do since the market is changing quicker than the business. Your device may be the best, but everything consists of small details. *"Building the right team is probably one of the hardest tasks I had at Teltonika. You are taking responsibility for each person at your team yet, everything has to work as a mechanical watch.*

Every team member has a different skill set, and that is why you always have to prepare them differently. You have to make sure that every product R&D has developed is being supported, so I always have to provide tasks to my team knowing that it will be finished in the fastest way possible," told **Evaldas Macijauskas**, Head Of Support Department.

Number 6. Some may say it is "a magical number", but for us, it is six different niches to support. It means six different engineer groups with

"BUILDING THE RIGHT TEAM IS PROBABLY ONE OF THE HARDEST TASKS"

different backgrounds. It is like six small companies, operating under one roof. That's the challenge not everyone could embrace. Our Smart Autonomous Solutions Support team grew from three persons to 11 in about one month. And now we have added Telemedic products to our portfolio. Direct support, remote sessions, live meetings, chats, video sessions – that's how we are saving every minute of our partner time.

LOW POWER | **UP TO 1000** | **ENHANCED**
MODES | REPORTS | TAMPER ALERT

TELTONIKA | SAS

ASSET TRACKER EASY

NEW GENERATION ASSET SECURITY SOLUTION

WATCH NOW

THE MESSAGE WE CARRY TO OUR PARTNERS

Identity

Identity matters. You may ask why. We are delivering the message with our brand name, and our people are behind it, and the content only depends on how you want it to be. At Teltonika, we want that every employee would feel like at home. The worldwide pandemic made us even stronger, we managed to cooperate and work closer than ever, and the result was surprising. We managed to bring out and successfully employ communication, teamwork, coordination and organized tasks remotely – these features are valued at every company that wants to achieve high goals, and we did when it mattered the most. Teltonika and its identity could have been different now

- Gediminas Mikalainis,
Chief of Operational Marketing
at Teltonika SAS

"BY GROWING TOGETHER WITH OUR PARTNERS, WE GROW OUR TRUST AND PARTNERSHIP"

if we haven't made some essential changes in the past. Now we know that during the hard times we can unite and stay strong to achieve our goals, no matter what are the obstacles. Chief of Operational Marketing, **Gediminas Mikalainis**, shares his thoughts on how getting to know your customer could bring you in the pole position. *"I have started working at Teltonika 7 years ago, and I can tell right away that Teltonika is a different company than it was back in 2013. It is a fresher company than it was yesterday, and it will be a different company tomorrow. Changes are inevitable, and if you want to operate in the worldwide market, you have to be number 1: number one in Sales, R&D, Marketing, Production or any other area. It is necessary to be five steps ahead, innovate and*

create. Working with Smart Autonomous Solutions and Teltonika Telemedic provides high hopes and feelings for me as an individual since we are creating solutions that matter and can help others. Every marketing campaign we make is different and customized by the market, country and even a particular customer. Gathering different use cases from our partners or creating them, making introductory videos about products, delivering success cases brings us closer to our partner. Every

hour spent maximizing the customer experience is nothing compared to the feedback that we are getting from them. We are not stopping here: by thriving together with our partners, we grow our trust and partnership. That's what matters." A lot of challenges await in the future while building our identity. The market is changing, customers are changing, and we are learning every day. One thing is evident – we will strive to make sure our partners trust our brand. For us, the best thing is appreciation and user experience from our partners. This is why we innovate and create.

86%
AUTHENTICITY
of consumers say that authenticity is a key factor when deciding what brand, they will choose and support. *(Stackla, 2019)*

81%
TRUST
of consumers say that they need to be able to trust the brand to buy from them. *(Edelman, 2019)*

0.05s
FIRST IMPRESSION
It takes about 50 milliseconds for people to form an opinion about your website, which affects his further actions. *(8ways, 2019)*