



Company Profile

THE FUTURE IS HERE. IT'S JUST NOT DISTRIBUTED YET

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Established in 2007, RFI Engineering is a privately funded company, based in the Netherlands. The company was founded by a group of technology entrepreneurs, recognizing the vast and growing potential of M2M markets and applications. Based on thorough competence in radio and IP technologies and a well seasoned management, RFI Engineering is in an excellent position to be the partner of choice for operators and enterprises, active in fields from managed services to wireless POS transactions, from sensor networks to smart metering.

The company is designing, developing and manufacturing programmable M2M products that have added both technical and commercial value to a diverse loyal customer base, many of whom have selected RFI Engineering as their partner of choice. Both major international and specialized market clients depend on the company's advanced M2M products, technologies and people to make a difference.

Peter Calis is the Chief Executive Officer of RFI Engineering. In that role he is responsible for the day-to-day operations of the company with a strong focus on global sales, including revenue, profit and customer satisfaction.

In detail...

Business Opportunity

RFI Engineering is exploiting the opportunity in today's M2M markets to become a recognized specialist, providing the intelligent communications link to connect a device or group of devices like sensors or smart meters to a computer server or another device.

The company's success lies in its ability to design the link in any radio technology, such as GSM, CDMA, W-CDMA, UMTS, HSDPA, and script the processing behavior: data push/pull, alerts, logging, encryption etc. in accordance with the requirements of the particular application.

RFI Engineering has unique knowledge and skills in wireless technology, tailor-made software matched with the knowhow and experience for customized hardware design, using commercially available hardware components. These core competences are the basis for a plethora of products and ideas, ranging from intelligent data transmission, such as is the case for monitoring of modem pools or other "smart" objects, up to applications for "automated meter reading" or sensor networks: all combining radio and data technology, with specific customer required features.

Market Potential

The cellular M2M market grew strongly over the course of 2008 and looks set to continue this strong growth over the period from 2009 through 2013. The M2M system, software, network, and service market is expected to grow rapidly worldwide between now and 2010. Some estimates suggest the 2010 market may exceed US\$300 billion in annual revenue.

Go-to-Market Strategy

RFI Engineering intends to sell its intelligent data routers to a wide variety of players in the M2M market: operators, utility companies, equipment makers and government entities. RFI Engineering has unique knowledge and skills in wireless technology, tailor-made software matched with the knowhow and experience for customized hardware design, using standard hardware components. RFI Engineering brings the latest programmable technology to you. With easy installation and user-friendly interfaces, you'll have your network up, controlled and/or managed in no time. RFI Engineering prides itself on providing high-quality products and solutions under its own brand name.

The company will pursue product and service sales directly to a defined list of "named accounts". RFI Engineering will adopt the indirect sales model for Fortune 500 companies, typically served by their own corporate IT/Telecom department, through the expertise of its -to be appointed- distributors. These region-based distributors may in turn appoint value added partners per country or region.