



Witekio

EMBEDDING SUCCESS

System Software Integrator

*Press relation slide deck
Q4 2016*

Our vision



The success of embedded systems and connected devices projects will move from a main dependency on technical expertise to the optimization of system software integration

Towards a 2nd revolution on the embedded market



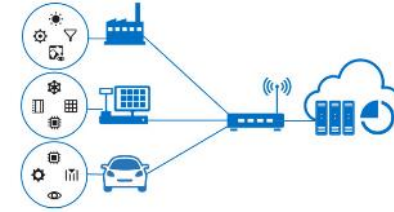
MCU

- OS less software
- Dedicated tasks
- Basic HMI



MPU

- Complex OS
- Multiple features
- Advanced user interface
- Connectivity



IoT B2B

- Consumerization of the industry : UX, UI, ergonomy
- Data : collection, gathering, management, etc.
- Connection to a whole ecosystem (cloud, M2M, mobile, etc.)
- Complex ecosystems

Technology challenges



Technical software expert
to help OEMs / ODMs

Multiplication of skills,
components, software
layers, players, etc.

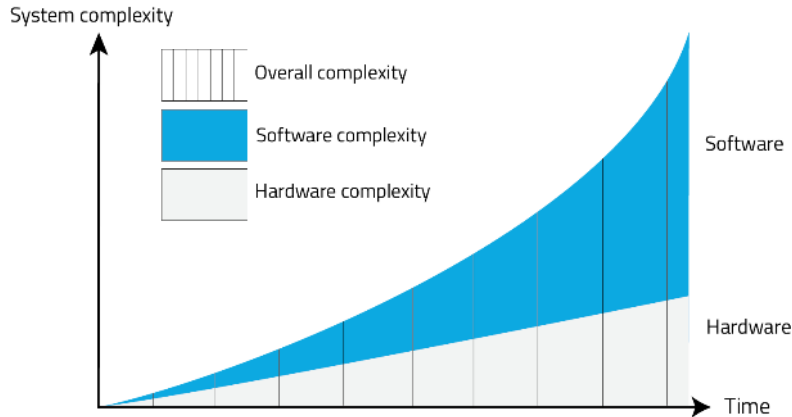


Project management
challenges

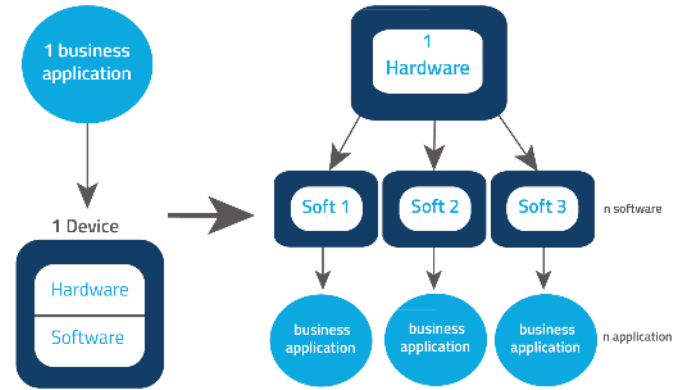
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Software is becoming the key success factor

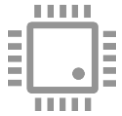
While the overall complexity of an Embedded System increase, the prominent part of software engineering in the design (applications, connectivity, security, etc.) increases as well



From one device/system for one business line application to Generic system with multiple possible software for business line application



A market opportunity



Historical embedded players

- Device oriented
- Strong paradigm's change
- Broader skillset needed
- Hard to ramp up the teams and keep an up to date knowledge

New players

- Data or BI oriented
- Look for a solution, not a device
- Lack of knowledge on low level software
- Looking for external skills

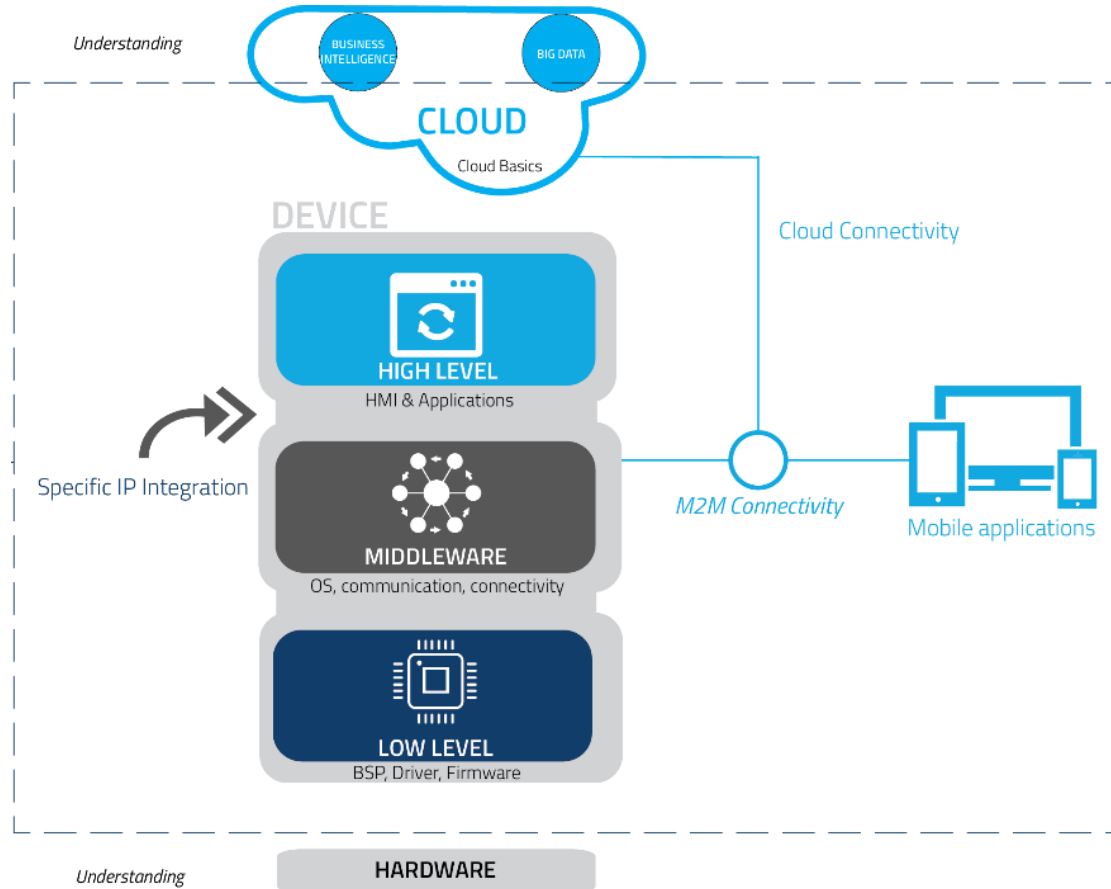


- Confused leadership on programs
- Project management problems
- Overall integration risks



Need to bridge the gap

A global software integration skillset is needed





Witekio

A new player
for new challenges

by  deneo
Embedded



Witekio, System Software Integrator



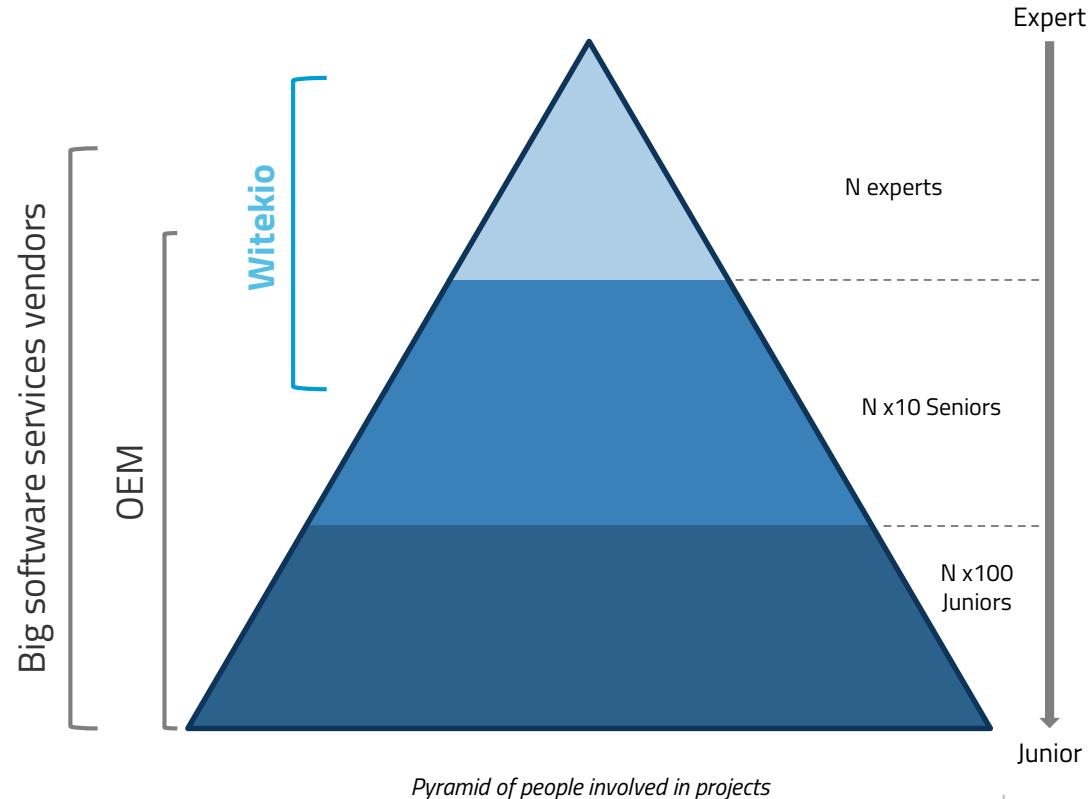
With a recognized technical expertise and a deep knowledge of vertical markets' needs, Witekio is able to co-pilot complex embedded projects

A light & flexible model to fit OEMs need

Most western world OEMs are willing to keep hands on their development and have competences but a lack of some expertise and specific skills

Big software services vendors do all the development whereas Witekio helps OEMs doing by **co-piloting** projects and bringing expertise.

This model allows Witekio to have a fast go to market and to be impactful with a limited team size per project.



A UNIQUE SKILLSET

FOR OPTIMIZED OVERALL INTEGRATION



**RARE MASTERING
OF LOW LEVEL**

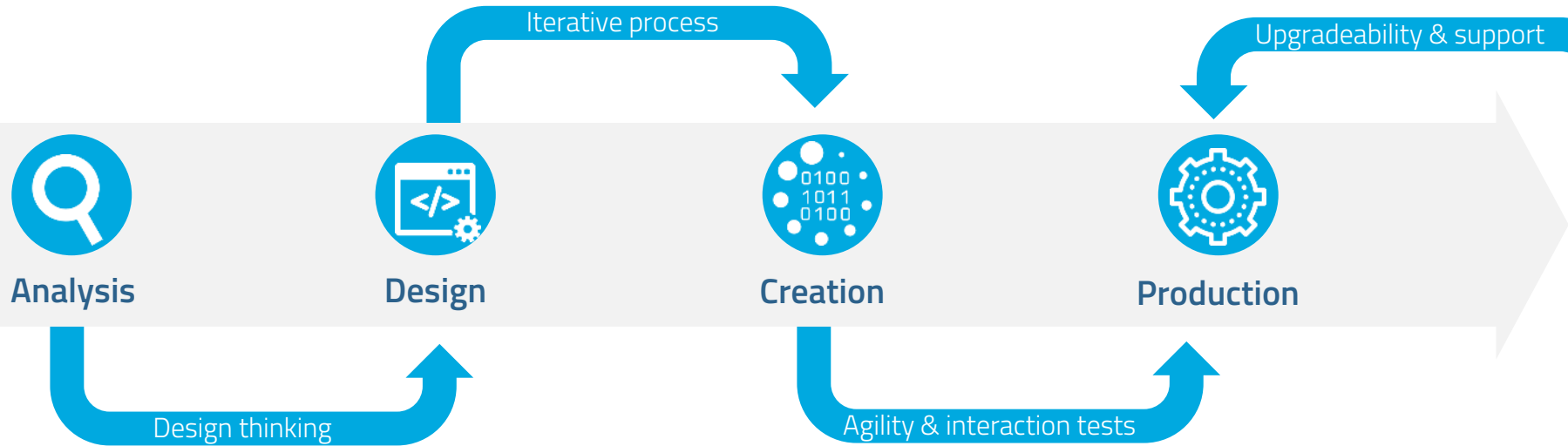


**SYSTEM LEVEL
EXPERTISE**



DESIGN THINKING

Methodologies adapted to the evolution



Embedding success

We are committed to enabling the success of embedded systems' development by



Managing the software technologies and integration challenges



Maximizing your project's efficiency by providing expertise, methodologies and expert engineering teams



Reducing the project's risk and improving your product reliability and performances



Accelerating your time to market through an agile collaboration with all the project contributors

Solutions through the entire project



Analysis

- System level consulting
- Benchmarking, proof of concept development
- Trainings & workshops: technologies and methods



Design

- System Architecture
- Design reviews
- Reference BSP support and updates
- 3rd party software and h/w selection
- 3rd party software and h/w integration
- BSP and OS selection



Creation

- BSP customization
- Driver development
- 3rd party stack integration support
- Application technologies enablement
- Cross platform apps



Production

- Global integration and project architecture
- System performance optimizations
- Validation and interaction testing
- BSP and driver optimizations
- Full application development
- Connectivity (M2M, cloud, etc.)
- Post Launch maintenance and support services

Global reach, local presence



Our flexible teams along with our experts partners allow nimble, scalable and mature system's software integration

Key Numbers and Values

We are a forward moving company committed with passion to enabling the success of our customers embedded systems and connected devices projects

Engineering teams
Project efficiency
Multilayer software
Integration Challenges
Reducing Risks
Faster Time To Market
Methods
Reference BSPs
Embedded and Mobile applications
Software Integration

15 Years of
experience on worldwide
projects

END 2 END
OS and Software Expertise
Multi OS Support to provide
the most adequate solution

90+
Engineering team
experts in system
integration on complex
Embedded devices

300 Customers and
projects each year on OS
and Software integration

90% Growth in
5 Years

Accountability & Commitment

Up to date expertise

Agility & Scalability Reliability

Local teams Worldwide presence

Global Actions

Compliance with customers teams

Thank you



by  deneo
Embedded