

Raditeq Reseller Meet '24

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Qualsys Consultants (India)



*Brief Introduction and
Business Case Studies about
EMI/EMC Projects from INDIA*

Index

- *where we come from*
- *#friends #fraternity #gratitude*
- *disrupt.emc.2026.*
- *pebbles in the shoe*

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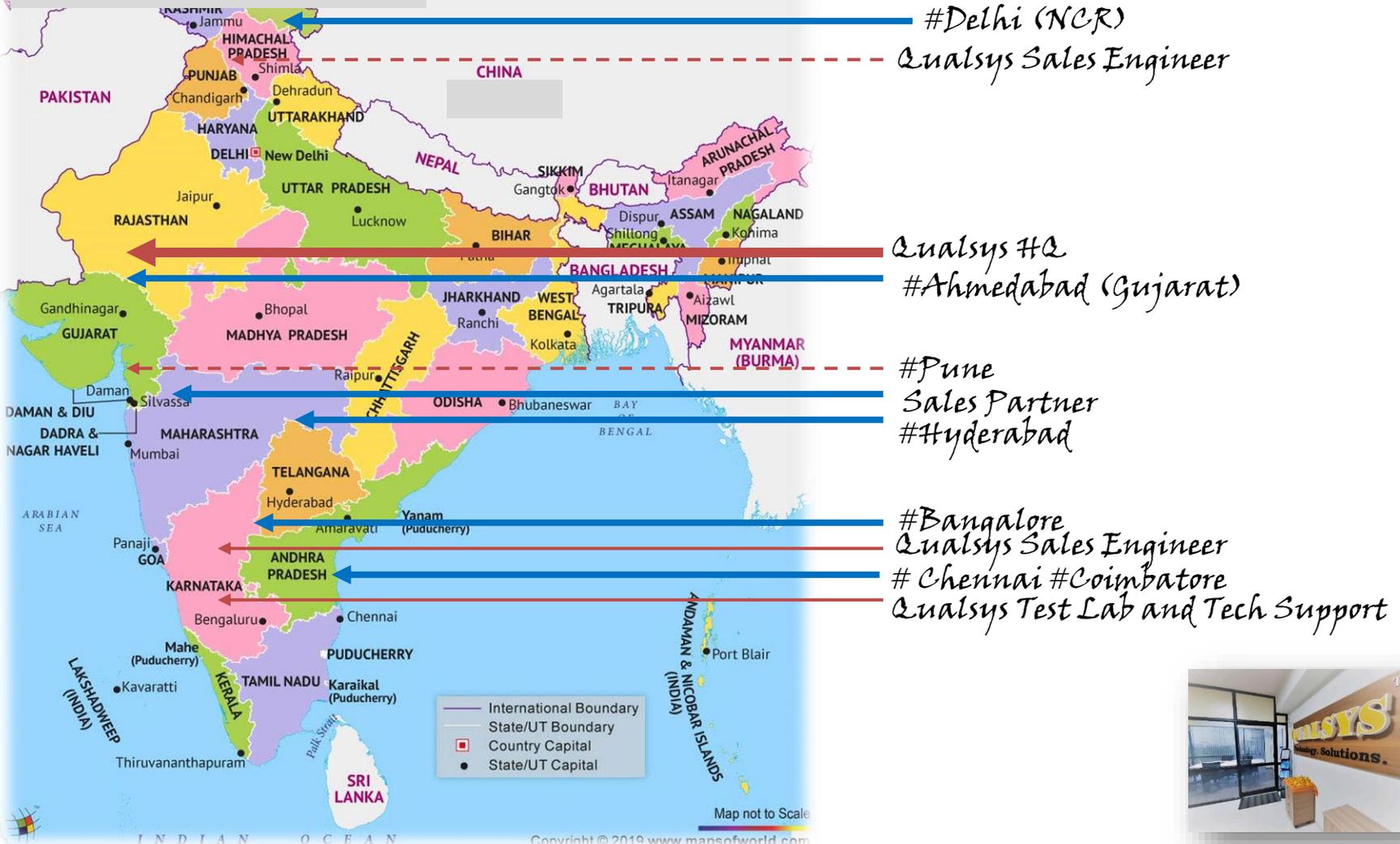
*where we
come from*

Market Geography

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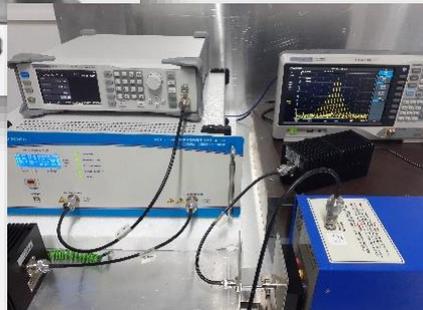
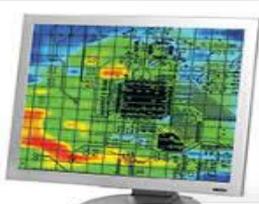
INDIA
States and Union Territories



Infrastructure

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Team

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Markets

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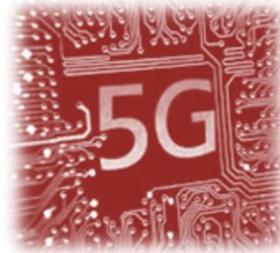
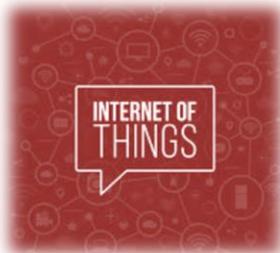
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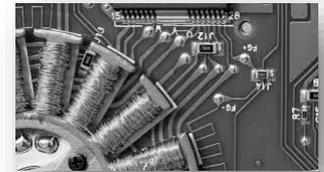
Micro/Nano satellites **EW**



E-mobility



Smart Grid



Autonomous Vehicle



Connected Homes & Offices **Green Energy**



Wearable Med Tech



Solutions

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Conducted Emission Test Systems & Accessories



Radiated Emission Test Systems & Accessories



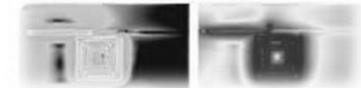
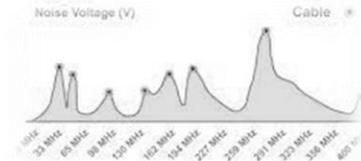
Radiated Immunity Test System & Accessories



Conducted Transient Test Systems & Accessories



EMC Test Systems & Accessories

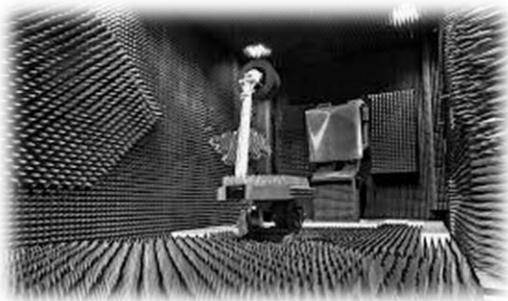


RF/Telecon Measurements System & Accessories

Services

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**EMI/ EMC Laboratory
Management**



RF Calibration (Onsite)



**EMI/EMC Testing
(Onsite)**



OTA Testing



On-Site RF Testing



**HIRF / HEMP / EW
Testing**

Friends



Prima



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AETECHRON



AlbatrossProjects

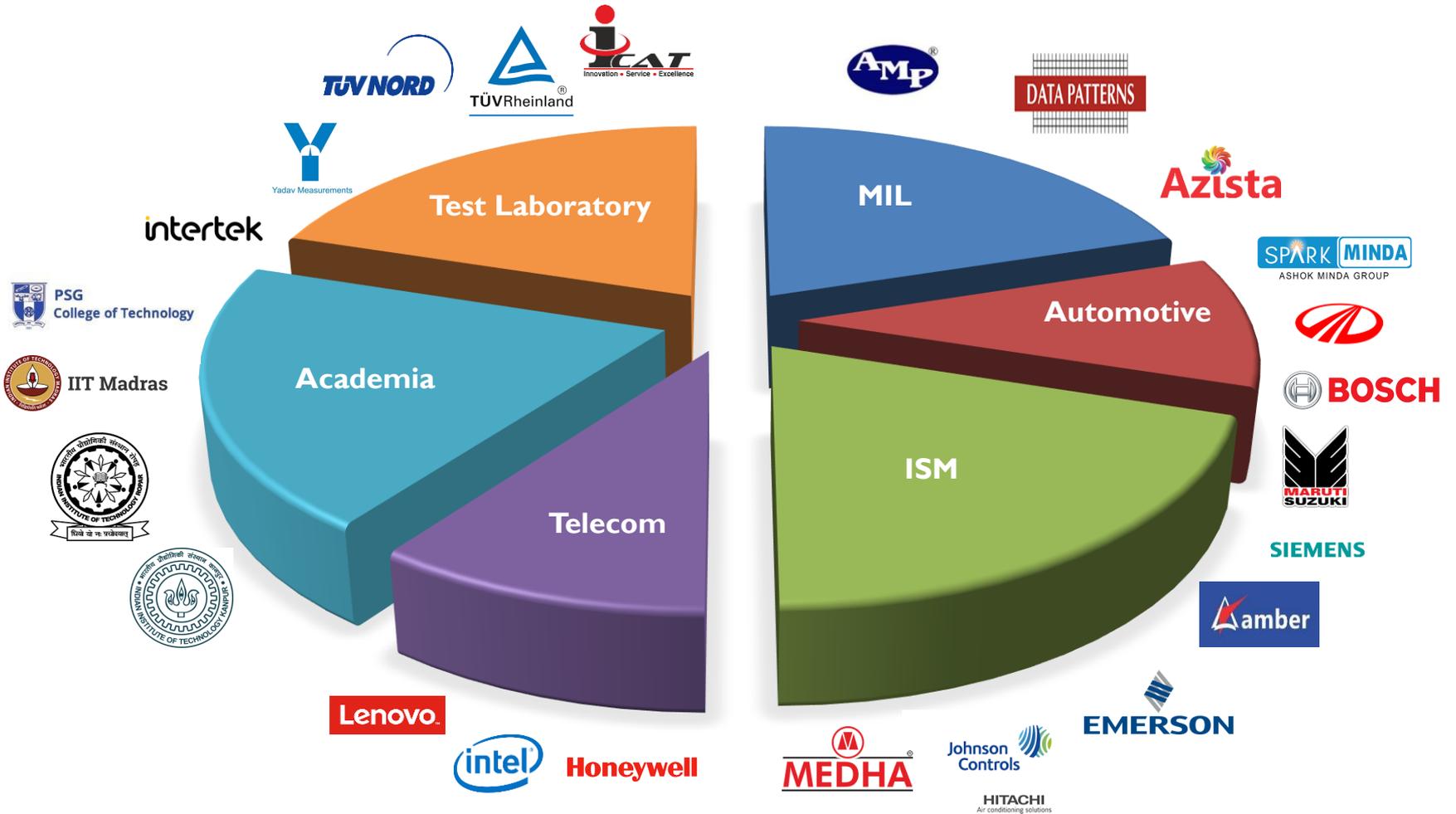
NETRACK™
STORE. SECURE. STREAMLINE. SYSTEMISE



Customers

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Milestones

- *Before 2013: Team members were working with leading T&M equipment and services companies in different technical and management roles at Rohde & Schwarz, UL, TÜV, Keysight, ETS Lindgren, GE Medical, Orange Telecom STQC (Govt. of India), ISRO (Govt. of India)*
- *2013: Decided to join hands to create value added solutions and services in the field of RF/ Microwave Testing & Measurement curated to Indian market scenario*
- *2014: Partnered with reputed educational institution PSG College of Technology (Coimbatore-India) to establish our own R&D lab for EMI/EMC (before establishing any customer lab)*
- *2015: Partnered with OEMs such as Com-Power Corporation (USA), Prima EMC (China), Nexio (France), Lumiloop (Germany), CPI (Canada), Albatross Projects (India), Megiq (Netherlands) et al as resale partner for India and created some resistance against market monopolies*

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- *2015: Awarded Contract from Keysight Technologies (USA) for integration of their new family of EMI Test Receivers and related test equipment in legacy ATEs (Automatic Test Equipment) across multiple installations in India and Singapore*
- *2016: Awarded Annual Maintenance Contracts from multiple customers of Rohde & Schwarz (Germany) for legacy EMI/EMC test system technical support*
- *2016-21: Supplied more than 50 large and small RF & Microwave Test Systems including EMI/EMC customized to specific measurement problems of our customers ranging from Aerospace, Defence and Automotive sectors amidst fiercely competitive scenario*
- *2022: Awarded Contract for upgradation of Hitachi-Johnson Controls EMI/EMC Test Laboratory (Ahmedabad-India)*



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- *2022: Awarded Contract for upgradation of Texas Instruments EMI/EMC Test Laboratory (Bangalore-India)*
- *2022: Started New Division to focus on onsite calibration of Test Equipment and Semi Anechoic chamber*
- *2022-23: Conducted Performance Test/ Calibration of more than 65 shielded rooms / semi-anechoic chambers / anechoic chambers*
- *2023: Rendered design assistance service and later measurement / calibration services regarding telecom test chamber for Albatross (Germany) end-user Qualcomm (Hyderabad-India)*
- *2023: Recognized by Government of India as a local company adding value in "critical sector" Invited by the Indian Defence Minister*
- *2023: Successfully established India's first EMI/EMC Test Laboratory focused on Nano and Micro satellite testing for our customer Azista-Berlin Space Technologies (Ahmedabad-India)*
- *2023: Successfully established pre-compliance testing and EMI/EMC design assistance laboratory for our customer Social Alpha (Ahmedabad-India) catering to an eco-system of 150 start-ups. Qualsys is also responsible for operations and technical management of this test laboratory*
- *2023: Successfully upgraded the Conducted RF Immunity and Conducted Transient Immunity Test Laboratory for our customer Andhra Medical Technology Zone (Vizag-India)*
- *2023: Successfully executed the contract for testing of 33 NEMP sites for Frankonia (Germany)*



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- *2023: Successfully upgraded Conducted RF Immunity Test Laboratory for esteemed Indian Institute of Technology (Kanpur-India) also including pro-bono contribution as part of supporting educational initiatives*
- *2023: Successfully established EMI/EMC Test Laboratory on turnkey basis focused on testing of naval electronics including indigenous and exclusive test system for continuous magnetic field test upto 1600 A/m as per respective Naval standards. Also supported this lab to obtain accredited calibration. Due recognition received from Indian Navy Chief*
- *2023: Awarded pre-contract for testing of upgraded Near Field Antenna Test Range for ETS Lindgren (USA) end-user SAC-ISRO (Government of India)*

Milestones-2023 (Azista BST project)

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Milestones-2023 Social Alpha project

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Milestones-2023 BE Analytic project

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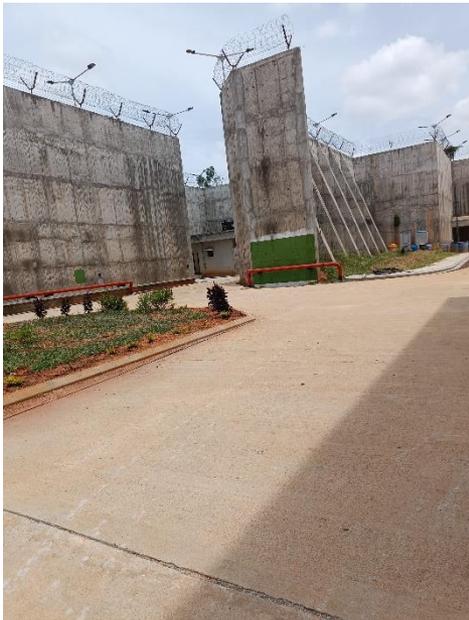


Milestones-2023

Testing projects

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Sales Case Study #1

- Started representation of Com-Power products in 2016
- Helped to expand sales upto four times in the period of association
- Provided, Pre-Sales demos, Level-1 and Level-2 Application Support on-site to customers
- All product installations done on-site by Qualsys team
- Established Com-Power Comb Generators, LISNs, and MIL-STD antennas as industry reference
- Provided technical inputs related to specification and performance of product creating defining competitive advantage
- Provide customer feedback and project risk assessment based on purchase history and procurement process

“...Qualsys is an excellent regional partner with extensive technical expertise and comprehensive business access across Indian geography. Our customer’s value relationship with Qualsys...”

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Mr Shirish Shah (Founder
& President Com-Power
Corporation-USA)
rendering EMC Design
Seminar to EMC Engineers
organized by Qualsys

 **COM-POWER
CORPORATION**

Sales Case Study #2

- Started representation of Prima products in 2017
- Helped to establish Prima as a reliable brand in India despite geo-political challenges
- Helped to improve the conversion rate of leads obtained from digital marketing
- Product repairs done on-site by Qualsys team even during the Covid-19 period was greatly appreciated by customers
- Sold multiple units to Government Customers
- Provided technical inputs related to specification and performance of product creating defining competitive advantage
- Started to provide on-site Calibration Services for Prima products wherever possible as a value added service to customers

“...Qualsys is highly customer centric organization and has long term relationship with customers and opinion makers in the fraternity. Qualsys provides excellent local support and help us address the local technical, commercial and logistic gaps effectively...”

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With Mr Liu Liang
(Business Manager, Prima
EMC Shanghai) after
installation of Prima EMC
Test Systems at Intertek -
Delhi with support from
Qualsys Technical team

Prima

Sales Case Study #3

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- Engaged in a business consultation relationship with Keysight in 2014 for promotion of their equipment used in EMI EMC testing; specifically the EMI Receiver (N9038A)
- Helped Keysight achieve a regional market share of fifty percent in a period of three years in the respective product segment
- Helped Keysight solution partners improve synergy in project sales and successfully compete by minimizing the market chaos and streamlining the solutions
- Helped Keysight channel partners develop understanding of EMI / EMC markets for effective lead generation with references
- Trained local Keysight Application and Sales team on EMI / EMC fundamentals to optimize customer interactions
- Effectively addressed the technical expectations of opinion makers to expand horizontal markets through references



Mr BA Sawle
(Director-CPRI
Bhopal) presenting user
feedback paper
regarding Keysight
MXE in a user
interaction event
organized by Keysight
and Qualsys

“...Qualsys is a regional force multiplier which effectively provides competitive advantage with domain expertise ...”



KEYSIGHT
TECHNOLOGIES

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disrupt.
emc.
2026.

- *ISO 17025 Accreditation for existing Test Laboratory*
- *Installation of our new EMC Test chamber*
- *Initiation of Onsite Calibration Services*
- *ISO 17025 Accreditation for onsite calibration*
- *Initiation of Field Probe Calibration Services*
- *ISO 17025 Accreditation for onsite calibration*
- *Installation of Antenna Calibration CALTS*
- *Antenna Calibration Services*
- *ISO 17025 Accredited Calibration for antenna calibration*
- *Shielding Effectiveness Testing of Cables*
- *ISO 17025 Accredited Calibration for Shielding Effectiveness Testing of cables*
- *Simulation of Semi Anechoic and Fully Anechoic Chamber with regenerative AI*
- *Simulation of EMP Threat assessment pertaining to SE, CWI and PCI*
- *Impact Assessment of Design changes using hybrid near field models*
- *Smart Antenna Test Methods and Test Systems*
- *Adaptive Band Rejection Network*
- *EMC Test Systems for High Power Transmitters*
- *EMC Testing of High Sensitivity Receiver*
- *Magnetic Field Tests*
- *NSA, SVSWR*
- *3-d printing of Test Antennas*
- *Use of RF Nano-composities in EM Shielding*
- *110 GHz Test Systems*

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- *Simulation of Semi Anechoic and Fully Anechoic Chamber with regenerative AI*
- *Simulation of EMP Threat assessment pertaining to SE, CWI and PCI*
- *Impact Assessment of Design changes using hybrid near field models*
- *Smart Antenna Test Methods and Test Systems*
- *Adaptive Band Rejection Network*
- *EMC Test Systems for High Power Transmitters*
- *EMC Testing of High Sensitivity Receiver*
- *Magnetic Field Tests*
- *NSA, SVSWR*
- *3-d printing of Test Antennas*
- *Use of RF Nano-composities in EM Shielding*
- *Testing of Data Centres*
- *E-bicycle Test Systems*
- *Fibre Optic substitution of pre-amplifiers /NFAR/FFAR*
- *Differentiation of Common Mode and Differential Mode Emissions using hybrid approach of LISN and Current Probe*
- *Academic Certification Program for EMC Engineers in India*
- *Integration of Electrical Safety, Environmental, Cybersecurity, Reliability, RF and Microwave Testing*

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pebbles in
the shoe...

- *Competition masquerading as potential partner or customer to OEMs*
- *Non exclusive relationship with OEMs*
- *Inertia and Bias*
- *Ethics*
- *Marketing Plan*
- *Lack of India centric focus*
- *Lack of role definition for reseller (create use cases, increase leads, render projects, give support)*
- *Use Case Maturity*
- *Technical Documents are poor*
- *Market Asymmetry*
- *Pricing Revisions and Impact on Sales Tactics*
- *Non Hierarchical Support for Hardware and Software*
- *Sales Credit Transfer*
- *Logistics and Documentation*
- *Purchase Order T&C (Credit Terms)*

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*Thank
you...*

