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Reseller meeting 2024

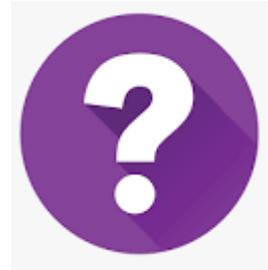


Agenda Reseller Meeting

Timing	Topics
11:00 – 11:15	Welcome
11:15 - 11:45	Review 2023, Sales awards
11:45 – 13:00	Field Probe News & Applications
13:00 – 14:00	<i>LUNCH BREAK</i>
14:00 – 15:00	Optical link News & Applications
15:00 - 15:45	RadiMation News & Applications
15:45 - 16:15	Coffee Break - Discussions
16:15 – 16:30	Reference success story 1 (Emv Service)
16:30 – 16:45	Reference success story 2 (Qualsys)
16:45 – 17:30	Customer satisfaction, Reseller survey, New products, Bundles & Sets
17:30 – 18:00	Questions & Discussion
18:30 - 21:30	Dinner at Brauerei Päßgen - Make your choice!

Questions

- Please raise questions....
- No 'stupid' questions, only 'un-raised'!
- Interactive
- Learn of each other's experiences
- Raised questions answered or listed
- Discussion & wrap-up at end





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Review

- 2023 overall positive
- Growth in bookings
- 30% growth Radi-xx products
- Managed our production
- Thank you for all your good work!!

EMC projects



- Complex sales
 - High level competition
 - R&S
 - Huge discounts
- 
- Project sales training (June-Nice)
 - Bonn, FSA & Raditeq
 - Still not successful, changed approach
 - Engineering support
 - Reseller role system integrator

RadiSense fibre issues

- Fibers of laser powered field probes are critical
- Should be handled and treated correctly
- Only use original supplied Raditeq fibres

- Troubleshooting when customer experiences problems
- Improved RMA website
- Prevent unnecessary returns to Raditeq (delays)
- Enable resellers cleaning & inspection service
- Raditeq will provide fibre microscope kit (FOC) to any reseller that has sold RadiSense



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RadiSense fibre issues

- Fibre microscope kit





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Support issues



- Need Support?
- First point of contact

- Sales opportunities
- Orders
- Technical support
- Repairs

sales@raditeq.com

office@raditeq.com

Product specialist(s)

RMA@raditeq.com

- Single 'To' in emails

Radixx sales



- RadiSense field probes
- RadiMation
- Cooperation with reseller

Raditeq Sales Awards



- Yearly tradition
- Sum Year Total 'bookings' per reseller
- Weighted per country @ GDP
- Top 3 sales + Growth Award

Customer satisfaction

- ISO9001
- Structural validation customer satisfaction (mandatory)
- Resellers are our 'customer'
- Inform end-users on:
 - Product related news
 - Updates or issues

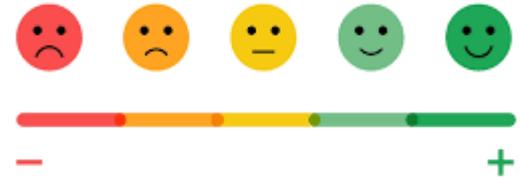


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Customer satisfaction

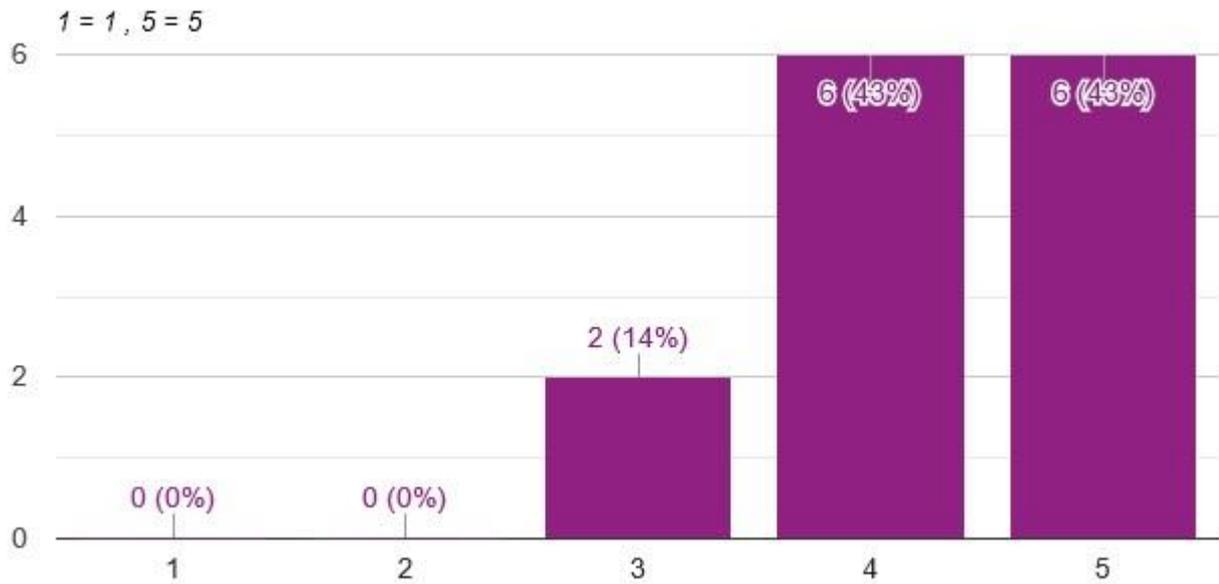
- On each order provide:
 - Name / address of end-user
 - Contact person + email address (business)
- GDPR policy 'grounds of legitimate interest'
- No spam
- Customer satisfaction survey (link)
- Results shared with reseller

Reseller survey



- 14 responses received
- Your input, criticism and feedback is very valuable
- Thank you for your cooperation!
- If not yet done, still would like to receive (end of March)
- Evaluation report

Value overall product portfolio?



Average: 4.3

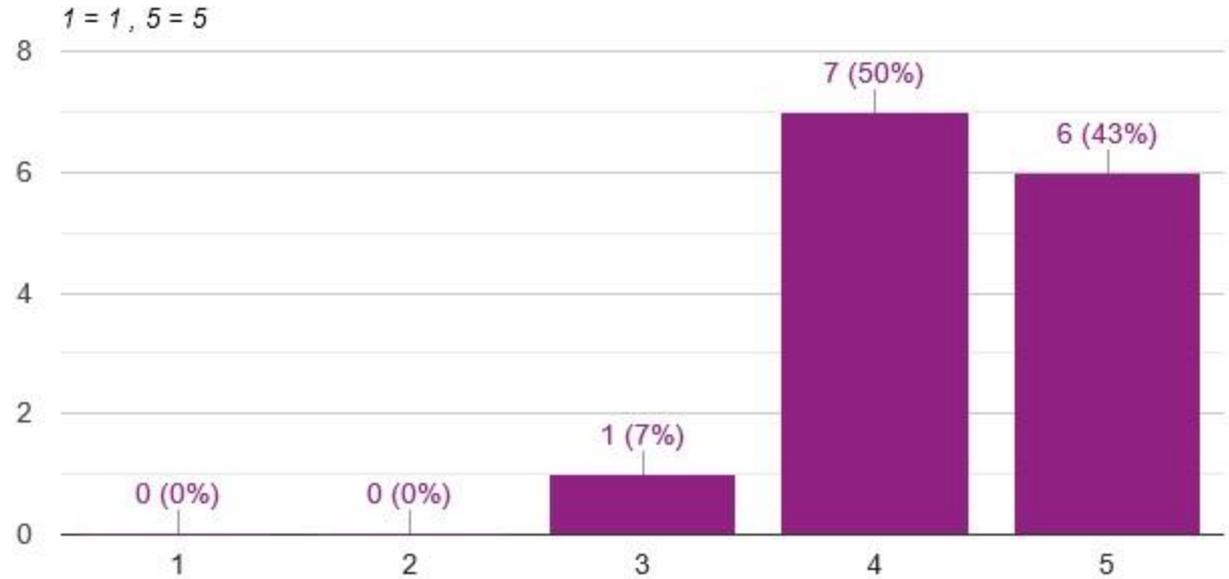
Three most important products?





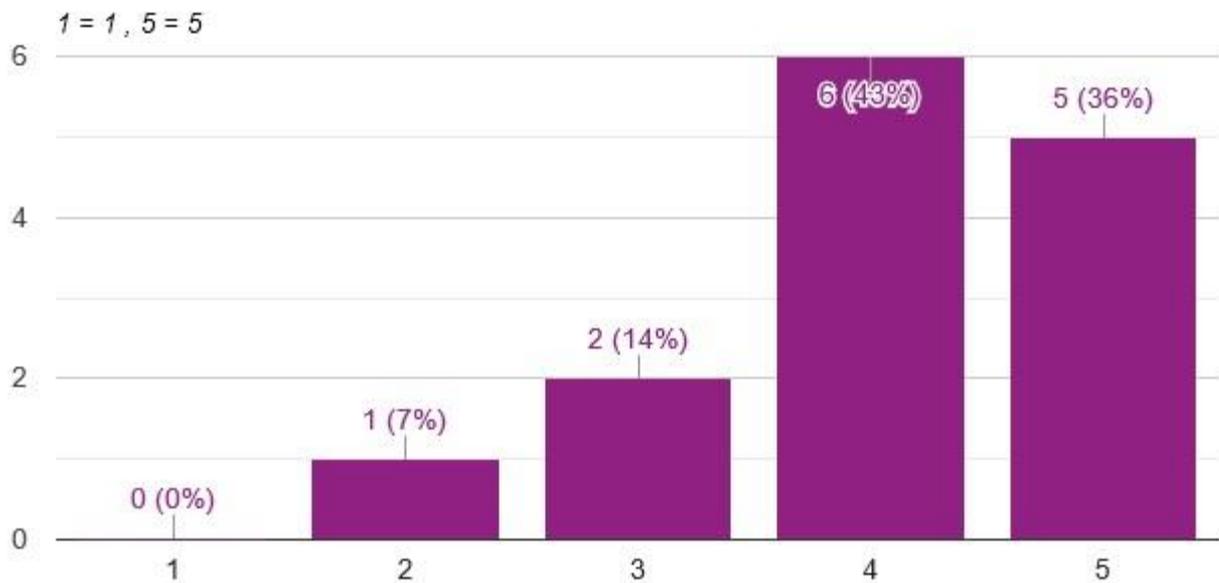
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Overall quality of Raditeq products?



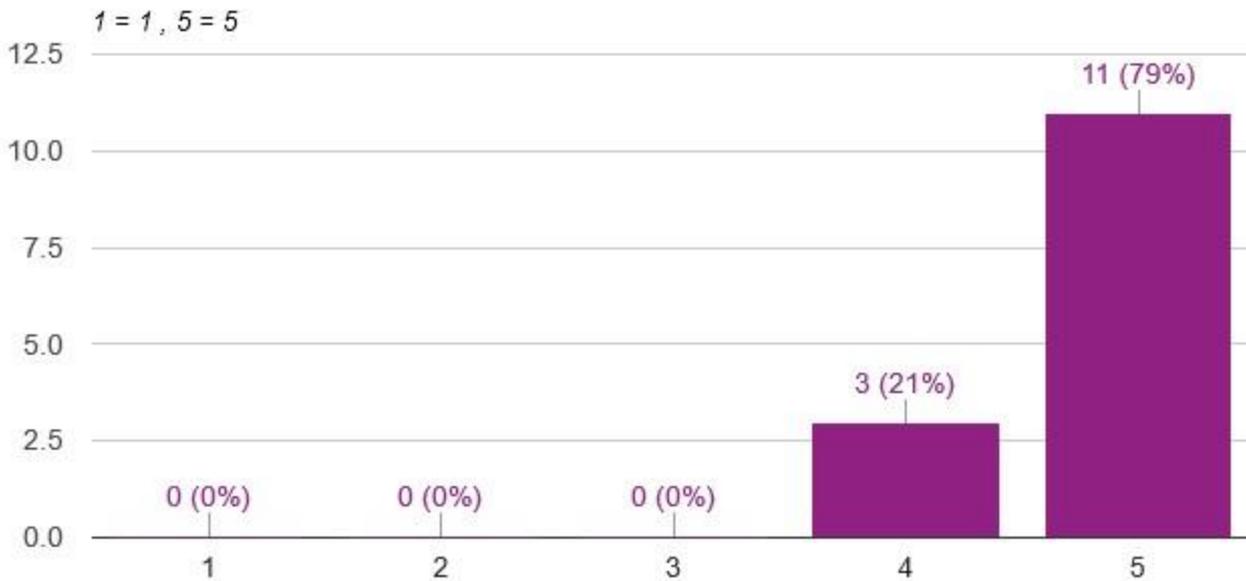
Average: 4.4

RMA website repair process?



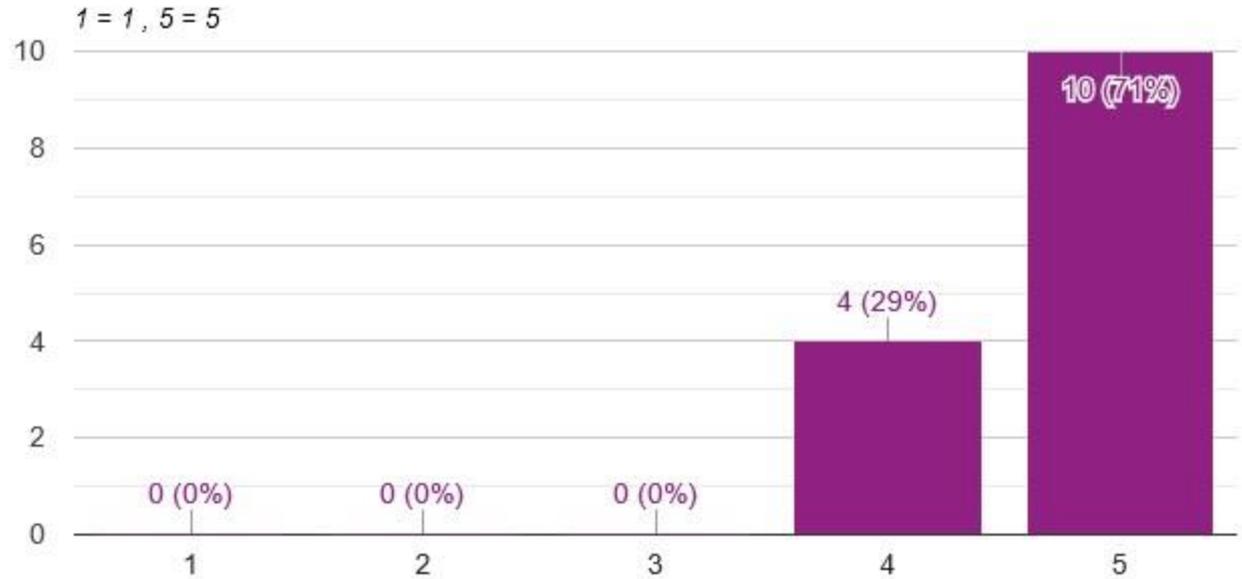
Average: 4.0

Knowledge of Raditeq experts?



Average: 4.8

Quality of contact with Raditeq?

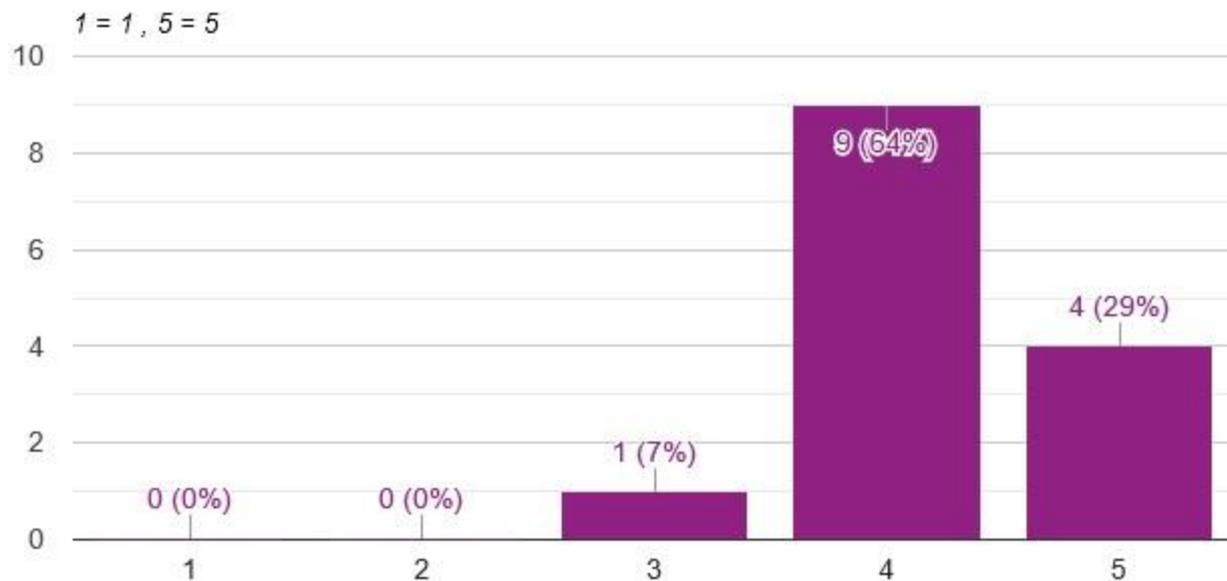


Average: 4.7



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Quality of Raditeq website?

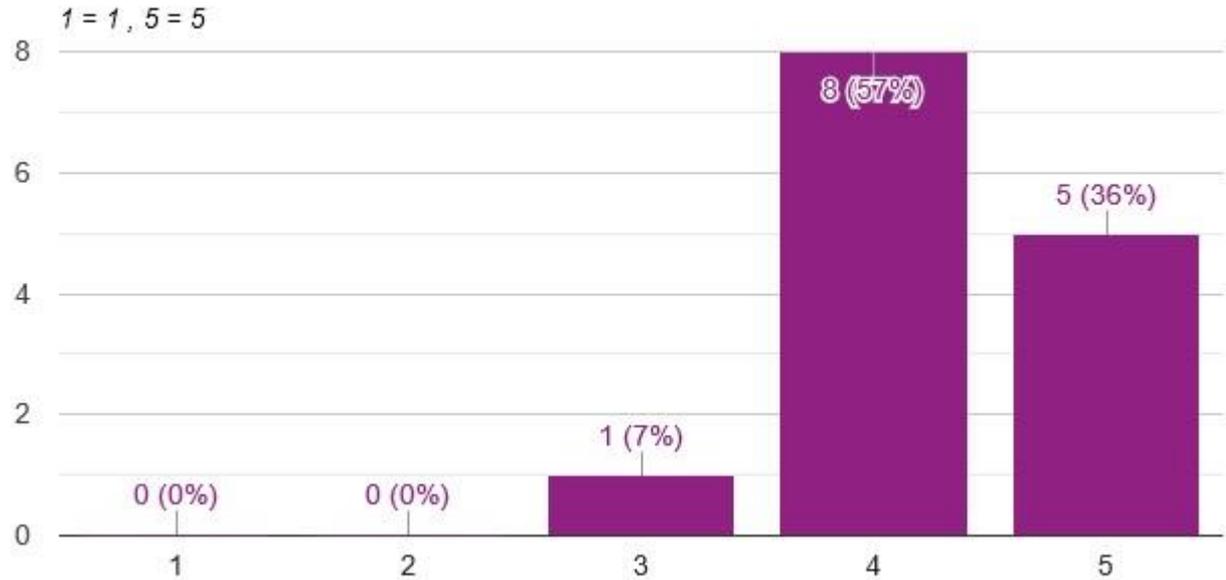


Average: 4.2



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Restricted area pricing system?

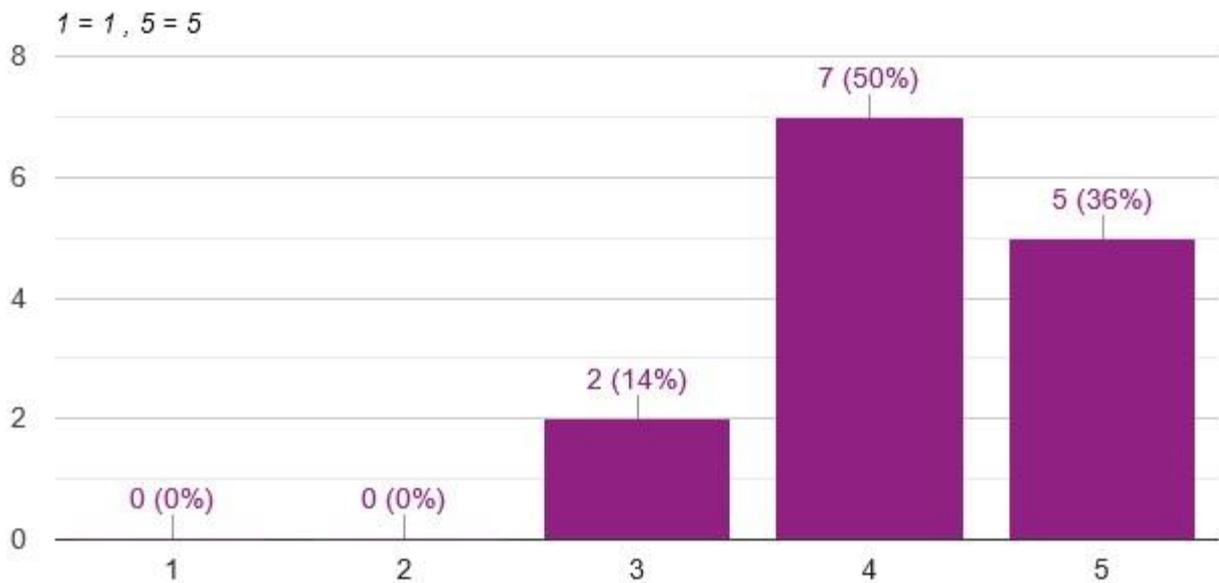


Average: 4.3



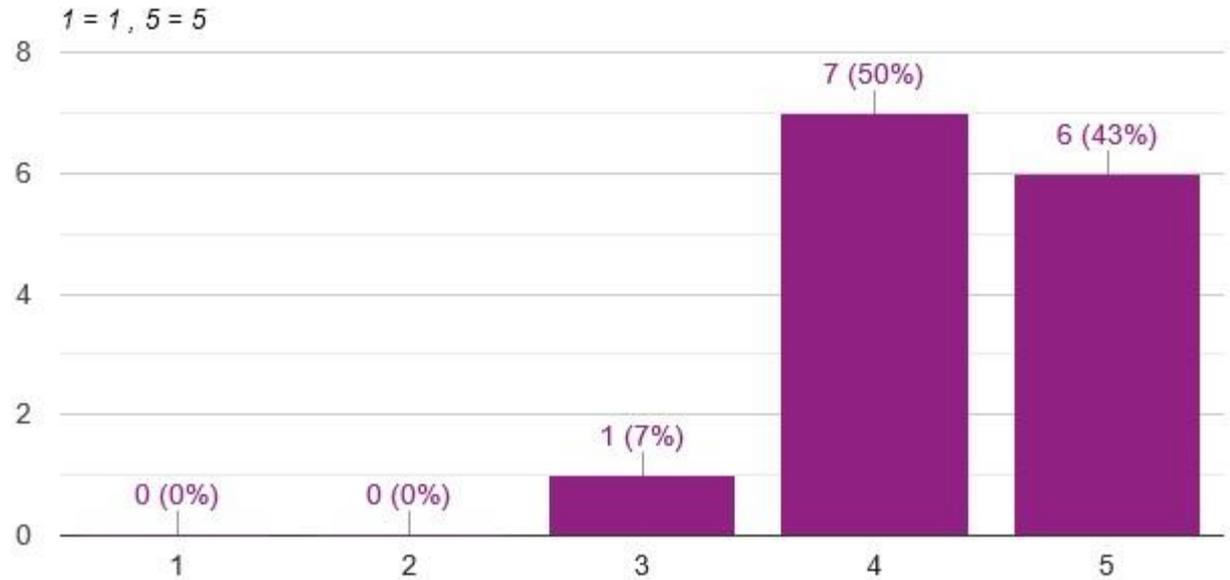
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Quality of Raditeq datasheets?



Average: 4.2

Quality of Raditeq product manuals?



Average: 4.4

General survey remarks

- It would be great to have information about the complete system that are the necessary accessories to offer => bundles & sets
- Improve local support strategy => training of resellers on RadiMation support
- Consistent high-quality maintenance => this has our top priority as product leader!
- Fast repair service => fixed repair and improved RMA website
- More application notes on usage of products => already in process, more to come....
- Regular prepared newsletters => quarterly RadiNews Webinar (scheduled)
- Share success sales cases => 2x presentation today, but need more reference customers!
- More loaner instruments => demo units are available, check and schedule on time
- Dare instrument was a famous brand, Raditeq still needs to increase its new name and corporate image => Brand marketing, online/offline, LinkedIn. Any suggestions what to do more?
- Good and innovative products. However, for bigger projects there is often more trust in R&S... => Combine our forces and use strategic approach, reseller system integrator
- Switchover from other software to RadiMation seems to be a big step for customers => RadiMation Migration Plan

MoU Keysight - Raditeq

- Keysight Böblingen - RadiMation customer
- Pathwave – Test Automation software
- Optimize test schedule, workflows, report generation
- Generate EMC test plan & quote to customer
- Schedule EMC test facilities
- Interfacing (test data) RadiMation Pro
- Signed Memorandum of Understanding
- Joint promotion Pathwave – RadiMation Pro
- Target customers : Large (accredited) EMC labs
- Press release during Emv'2024 exhibition

RadiMation Project approach

- RadiMation started 30 years ago
- Backwards compatible
- Modular (not optional)
- Customer configurable, user intuitive
- > 6000 device drivers, > 160 brands (by far most open)
- Checking device drivers
- Automated reporting
- Very price competitive

RadiMation Project approach

- Many customers use old or obsolete software
- Experiences from past withhold them to change

- Leap of faith.... [Leap_of_faith.mp4](#)

RadiMation Project approach

- RadiMation Migration Plan
- 4 phases project approach:
 - Phase 1: Inventory
 - Phase 2: Report & offer
 - Phase 3: Implementation, training & delivery
 - Phase 4: Support & aftercare
- Paving the way!! [Indiana Jones Leap of Faith.mp4](#)

Phase 1: Inventory

- Joint on-site at customer
- What actual software?
- Check IT infrastructure (test PC's)
- EMC test equipment (#)
- Test engineers (#)
- EMC standards
- Any specific drivers, functionality?



Phase 2: Report + Offer

- Based on phase 1: Report with scaled complexity value
- Quotation most economic configuration for customer
- All necessary device drivers
- On-site installation & training (on-site)
- Estimated delivery time
- If applicable, wishes with costs/delivery time



Phase 3: Implementation & Delivery

- Based on customer order
- Delivery of RM Pro licenses
- Installation, configuration on-site
- Verification device drivers
- System calibration
- Joint draw up EMC tests
- Creating test report template
- Hands-on training
- Questions



Phase 4: Support & Aftercare

- Two years support/upgrade service
- Fast fix/workaround (high severity issue)
- Device drivers
- Direct support (web/tel/email/remote)
- 2x per year new version
- One day on-site



RadiLink RF analog fibre optical link



- Transmit / Receive link
 - RLK3018TX : TX remote unit
 - RLK3018RX : RX remote unit
 - 2x RLK3013H : Li-ion battery + charger
 - RLK3006-20M : 20m extension fibre
-
- Reseller price: Euro 19.950,00



RadiSense 10 M-version

- RSS2010M field probe
- MilStd 461
- 1kHz Pulse Modulated Field (50%)

- Reseller price: Euro 6.355,00

New Bundles & Sets

- RadiCentre modular platform
- Dedicated systems can be configured
- Pre-configured bundles & sets
- Most common sets (Applications)
- Fixed configuration for reduced price

RadiCentre fixed sets

- RadiSense basic probe set
- RadiSense combined probe set
- Automotive calibration probe set
- Reverberation probe set
- Basic immunity set

RadiSense Basic probe set -1-

Qt	Product	RadiSense Basic field probe set (RS10)	Reseller price
1	CTR1001S	RadiCentre 1-slot, USB/RS232	695
1	RSS2010I	RadiSense 9kHz - 10 GHz, ISO	6355
1	LPS2001B	RadiSense laser power card, FC/ST	2616
1	CBL2001-10M	RadiSense fibre extension cable, 10m	479
1	CPL2001A	RadiSense fibre coupling set, FC/ST	67
		Total price	10212
		SET reseller price in Euro (FCA Woerden)	9500

RadiSense Basic probe set -2-

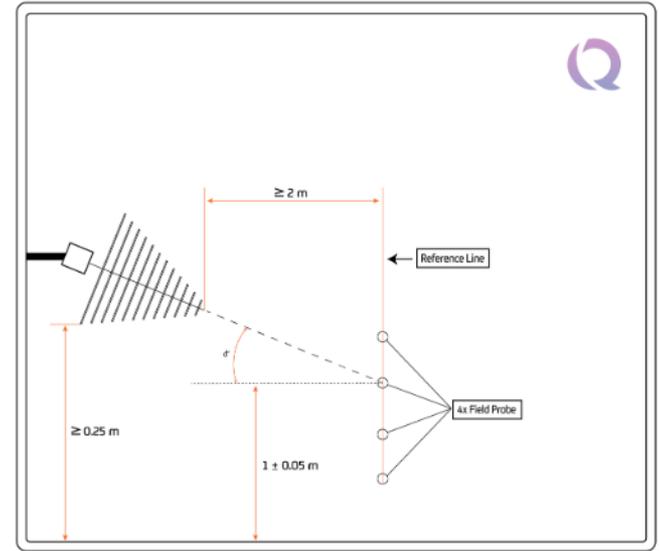
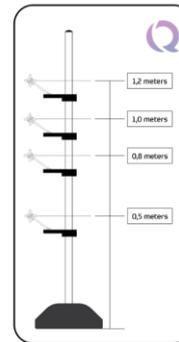
Qt	Product	RadiSense Basic field probe set (RS40)	Reseller price
1	CTR1001S	RadiCentre 1-slot, USB/RS232	695
1	RSS2040S	RadiSense 10 MHz - 40 GHz, ISO	13287
1	LPS2001B	RadiSense laser power card, FC/ST	2616
1	CBL2001-10M	RadiSense fibre extension cable, 10m	479
		Total price	17077
		SET reseller price in Euro (FCA Woerden)	15900

RadiSense combined probe set

Qt	Product	RadiSense Combi field probe set	Reseller price
1	CTR1009B	RadiCentre 7-slot, USB/LAN	4135
1	RSS2010I	RadiSense 9kHz - 10 GHz, ISO	6355
1	RSS2040S	RadiSense 10 MHz - 40 GHz, ISO	13287
2	LPS2001B	RadiSense laser power card, FC/ST	5232
2	CBL2001-10M	RadiSense fibre extension cable, 10m	958
1	CPL2001A	RadiSense fibre coupling set, FC/ST	67
1	PST1001A	Non-reflective probe stand, 2.3m with 1x probe holder	1751
		Total price	31785
		SET reseller price in Euro (FCA Woerden)	29500

RadiSense Automotive calibration set

- ISO11451-2 (ALSE)
- 4x reference probes



- Application note
<https://www.raditeq.com/iso11451-2-radisense-solution/>

RadiSense Automotive calibration set

Qt	Product	RadiSense field probe set (ISO11451-2)	Total Reseller price
1	CTR1009B	RadiCentre 7-slot, USB/LAN	4135
4	RSS2010I	RadiSense 9kHz - 10 GHz, ISO	25420
4	LPS2001B	RadiSense laser power card, FC/ST	10464
4	CBL2001-20M	RadiSense fibre extension cable, 20m	2432
4	CPL2001A	RadiSense fibre coupling set, FC/ST	268
1	PST1004A	Non-reflective probe stand, 2.3m with 4x probe holders	2132
		Total price	44851
		SET reseller price in Euro (FCA Woerden)	41750

RadiSense reverberation probe set

- ISO11451-5
- Reverberation vehicle testing
- TLS reverb reference points
- Measuring 8x field probes in volume

RadiSense reverberation probe set

Qt	Product	RadiSense field probe set (ISO11451-5)	Total Reseller price
1	CTR2008A	RadiCentre 8-slot, Ultra LAN	2642
8	RSS2010B	RadiSense 9kHz - 10 GHz, HS	44248
8	LPS2001B	RadiSense laser power card, FC/ST	20928
8	CBL2001-20M	RadiSense fibre extension cable, 20m	4864
8	CPL2001A	RadiSense fibre coupling set, FC/ST	536
4	PST1001A	Non-reflective probe stand, 2.3m with 1x probe holder	7004
4	PST1001A_PM	Extra probe mount holder	500
		Total price	80722
		SET reseller price in Euro (FCA Woerden)	75000

RadiCentre basic immunity set

- Base system for CI / RI applications
- Frequency range 9 kHz – 6 (10) GHz
- Can be extended with amplifier(s) + antenna(s)
- Additional cards based on specific needs, e.g. switching

RadiCentre basic immunity set

Qt	Product	RadiCentre Basic immunity set	Reseller price
1	CTR1009B	RadiCentre 7-slot, USB/LAN	4135
1	RGN2006B	RadiGen 4kHz - 6 GHz signal generator	8271
1	USB1004A	RadiPower USB plug-in card	999
2	RPR2006C	RadiPower 9kHz - 6 GHz CW power meter	3296
1	RSS2010I	RadiSense 9kHz - 10 GHz, ISO	6355
1	LPS2001B	RadiSense laser power card, FC/ST	2616
1	CBL2001-10M	RadiSense fibre extension cable, 10m	479
1	CPL2001A	RadiSense fibre coupling set, FC/ST	67
1	PST1001A	Non-reflective probe stand, 2.3m with 1x probe holder	1751
		Total price	27969
		SET reseller price in Euro (FCA Woerden)	26000

RadiMation Reverberation

- Separate license
- Immunity testing (not for emission)
- Compliant with several EMC standards
 - MilStd 461, DO-160, ISO11451-5, ISO11452-11
- RadiMation Pro (Full) Package
- RadiMation Pro Extended Package

RadiMation Pro packages

RadiMation Pro Package license includes the following test modules

CE - Conducted emission

RE - Radiated emission

CI - Conducted immunity

RI - Radiated immunity

PI - Pulsed immunity

RG - Report generator

RadiMation Pro Extended Package license includes the following test modules

CE - Conducted emission

RE - Radiated emission

CI - Conducted immunity

RI - Radiated immunity

PI - Pulsed immunity

RV - Reverberation immunity

RG - Report generator

RadiMation Reverberation Pricing

New prices effective per March 15th 2024		Reseller price
Product code	Description	2024
RMM2002A	RadiMation Essential license with two modules (1 year usage + basic support service)	1.030
RMP3000A	RadiMation Pro license with report generator module only + 2 years support/upgrade service	2.500
RMP3001A	RadiMation Pro license with one test module + 2 years support/upgrade service	5.088
RMP3002A	RadiMation Pro license with two test modules + 2 years support/upgrade service	6.247
RMP3003A	RadiMation Pro license with three test modules + 2 years support/upgrade service	7.457
RMP3004A	RadiMation Pro license with four test modules + 2 years support/upgrade service	8.796
RMP3100A	RadiMation Pro Package license + 2 years support/upgrade service	10.135
RMP3010A	RadiMation Pro license with Reverb immunity test module + 2 years support/upgrade service	7.000
RMP3110A	RadiMation Pro Extended Package license + 2 years support/upgrade service	15.000
RMP9000A	RadiMation Pro Base site license + 2 years support/upgrade service	10.215
RMP9005A	RadiMation Pro report generator license + 2 years support/upgrade service	1.402
RMP9100A	RadiMation Pro PC Package license + 2 years support/upgrade service	5.353
RMP9110A	RadiMation Pro PC Extended Package license + 2 years support/upgrade service	8.400
RMT2001A	RadiMation on-site installation/training (day)	1.100
RMX2001A	RadiMation exchange USB dongle	288
All prices are RESELLER PRICES in EURO, excluding VAT - Free Carrier (FCA) Woerden - The Netherlands		

Manuals & Datasheets

- Datasheets with extended technical specifications
- Isotropic specifications over entire frequency range
- Typical performance graphs rotational symmetry
- No technical specifications anymore in manuals



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Discussion, Questions?