



raditeq

# 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



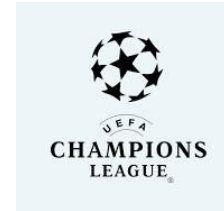
## Review

- 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

## RadiSense fibre issues

- Fibre microscope kit



## Support issues



- Need Support?
- First point of contact
- Sales opportunities
- Orders
- Technical support
- Repairs
- Single 'To' in emails

[sales@raditeq.com](mailto:sales@raditeq.com)

[office@raditeq.com](mailto:office@raditeq.com)

Product specialist(s)

[RMA@raditeq.com](mailto:RMA@raditeq.com)



## 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

## Customer satisfaction

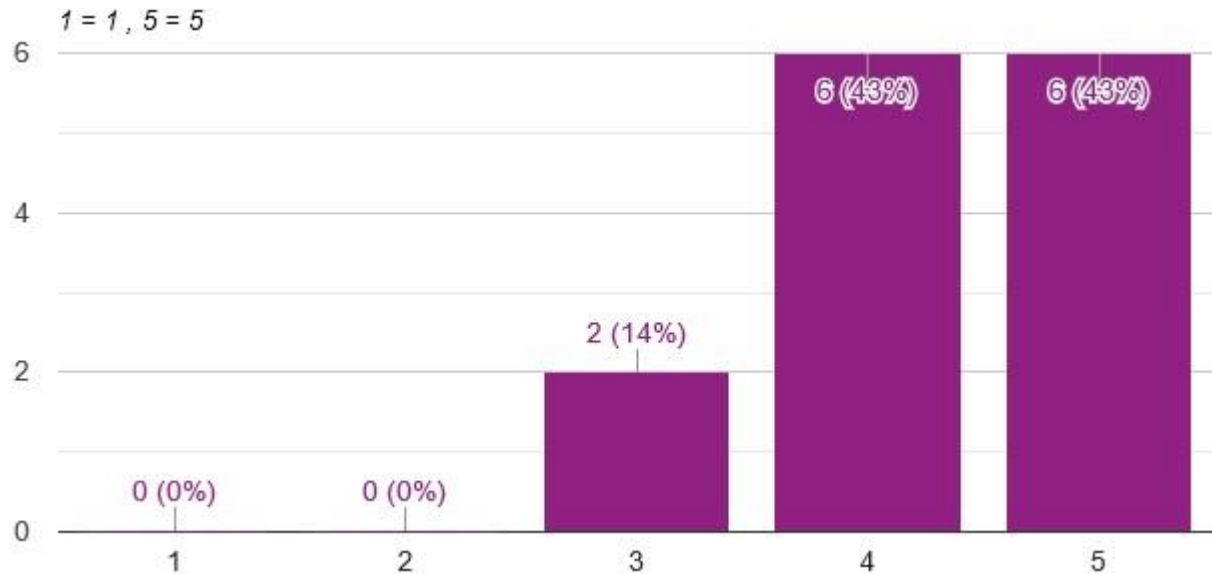
- On each order provide:
  - Name / address of end-user
  - Contact person + email address (business)
- GDPR policy 'grounds of legitimate interest'
- No spam
- Customer satisfaction survey (link)
- Results shared with reseller

## Reseller survey



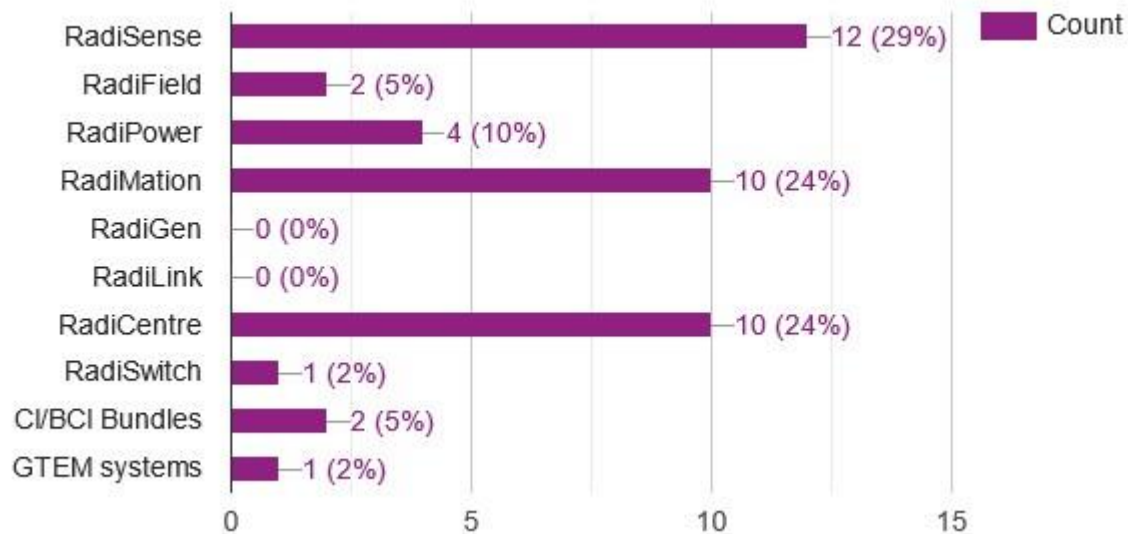
- 14 responses received
- Your input, criticism and feedback is very valuable
- Thank you for your cooperation!
- If not yet done, still would like to receive (end of March)
- Evaluation report

## Value overall product portfolio?

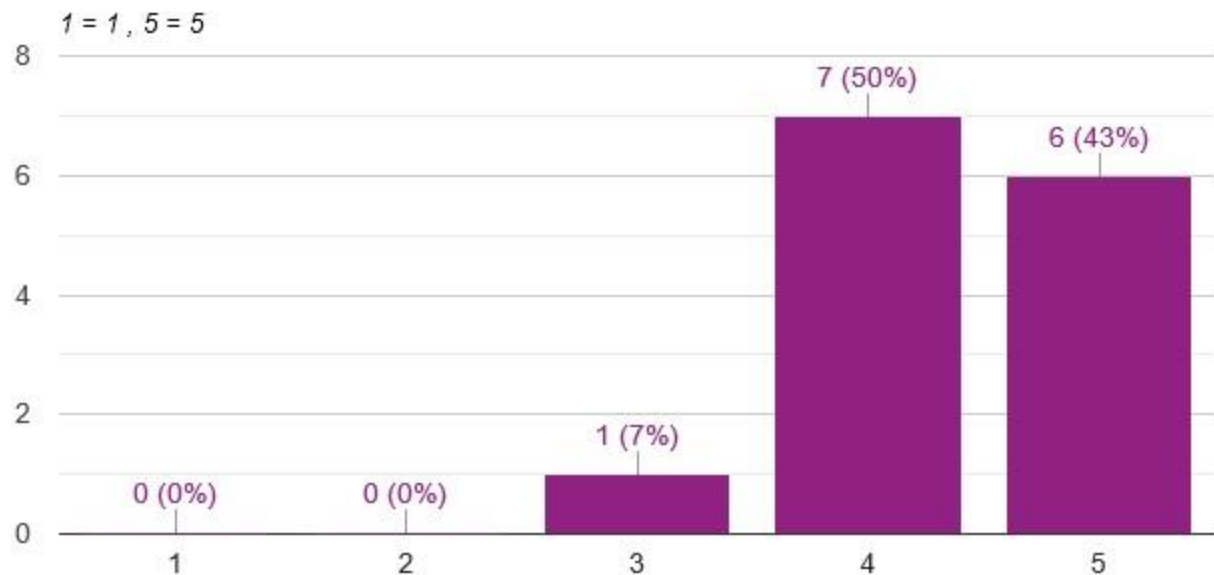


Average: 4.3

## Three most important products?



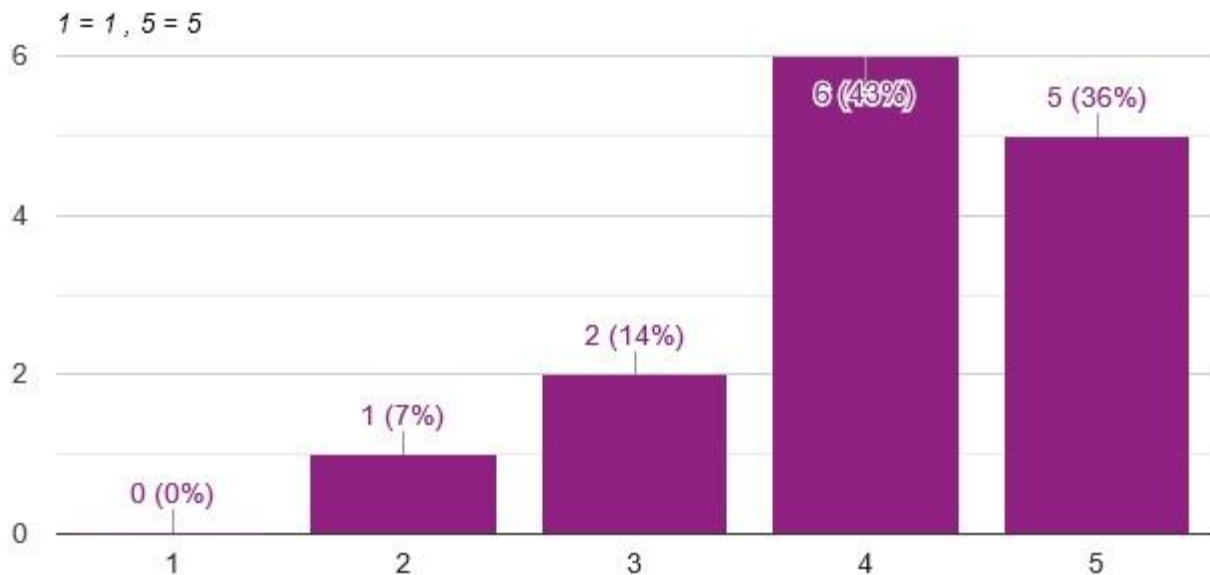
# Overall quality of Raditeq products?



Average: 4.4

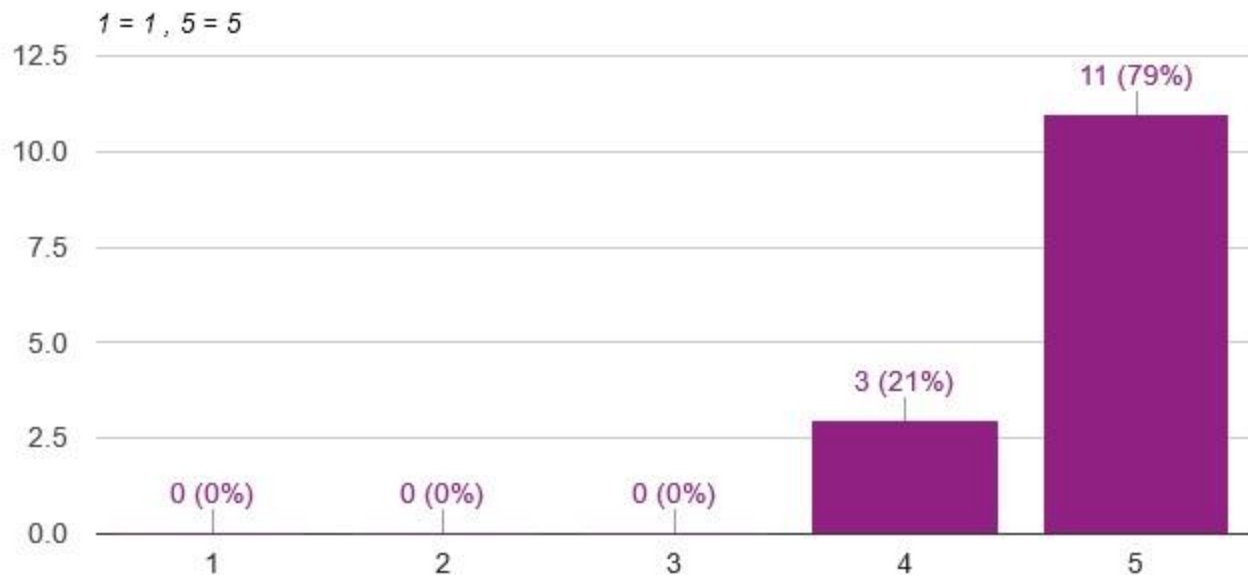


## RMA website repair process?



Average: 4.0

## Knowledge of Raditeq experts?



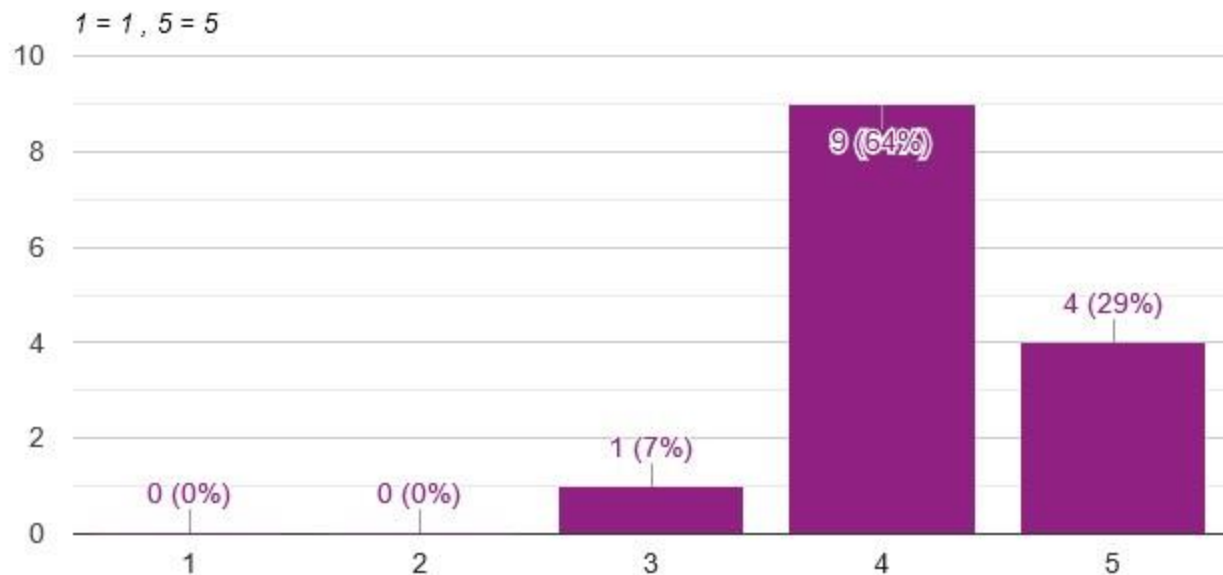
Average: 4.8

## Quality of contact with Raditeq?



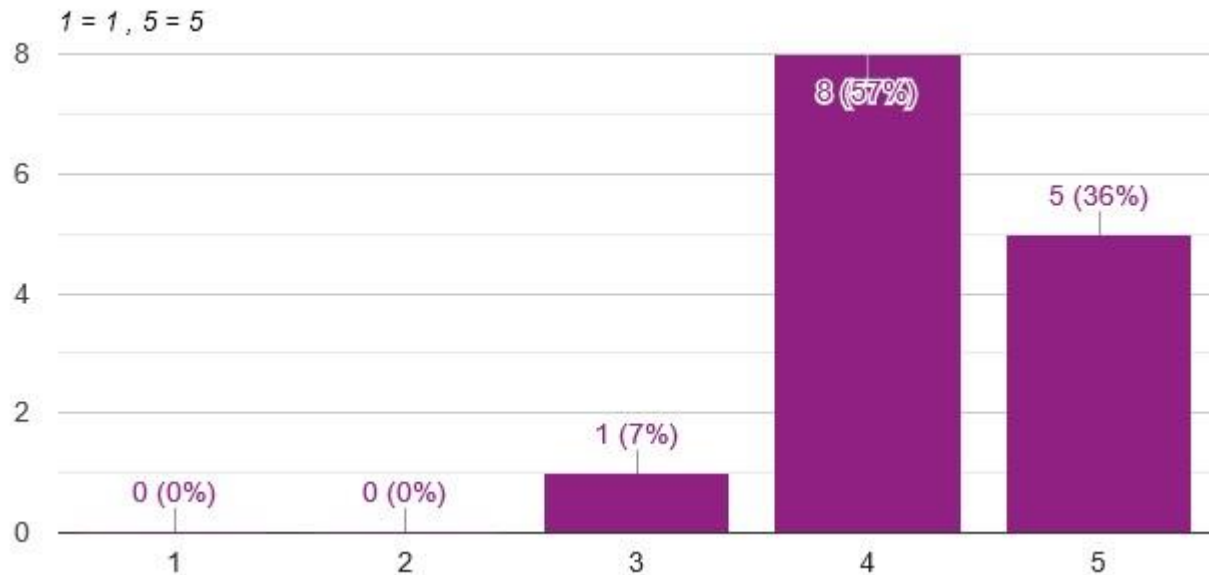
Average: 4.7

## Quality of Raditeq website?



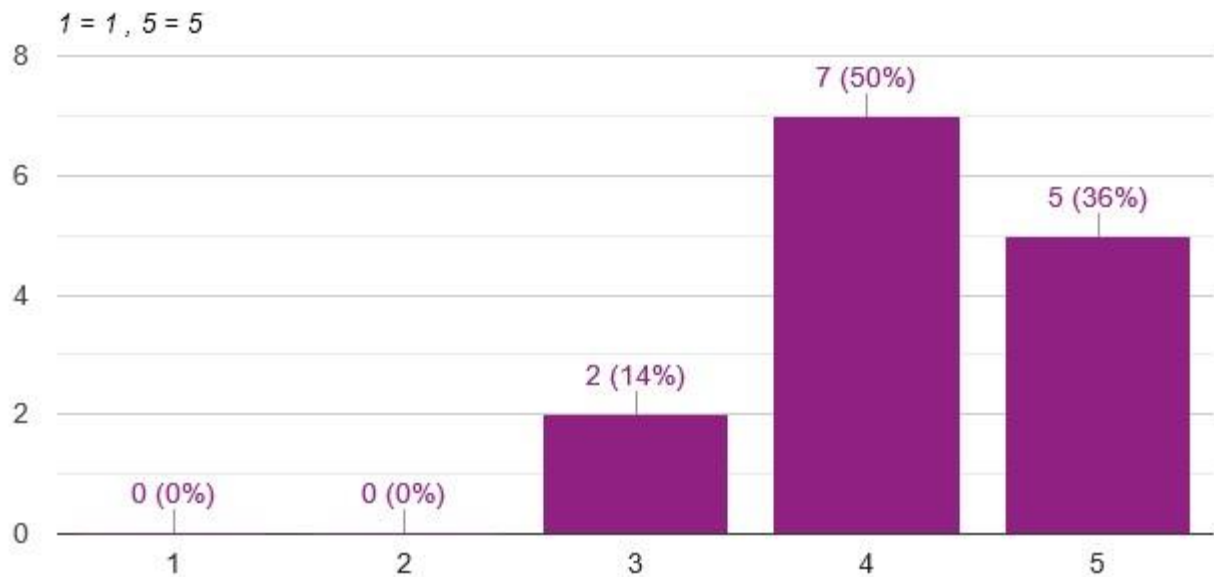
Average: 4.2

## Restricted area pricing system?



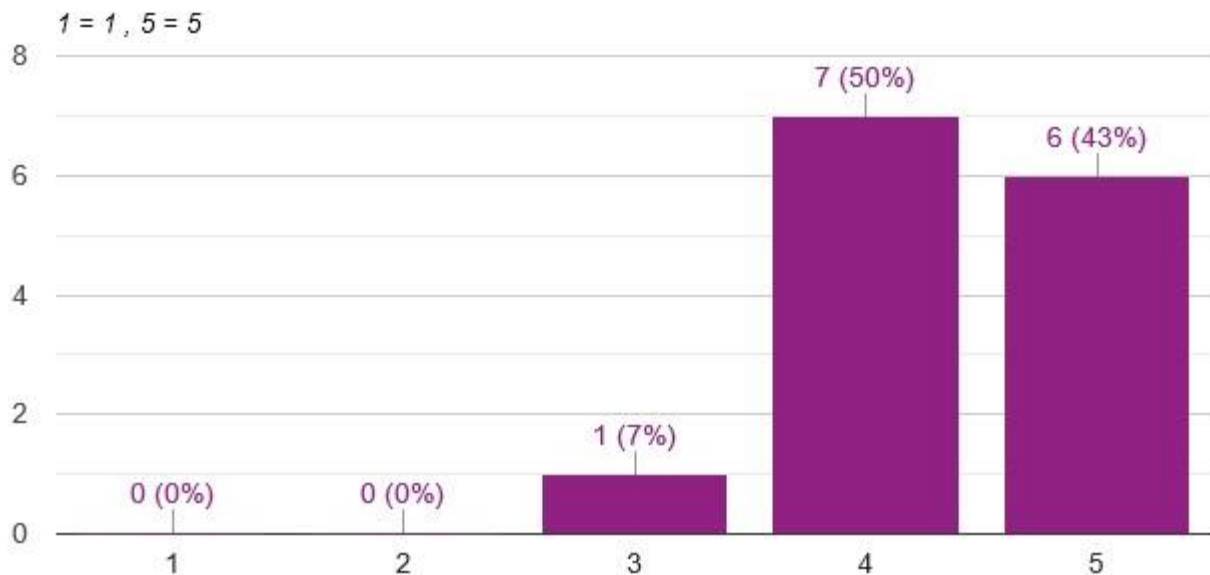
Average: 4.3

## 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
		<b>SET reseller price in Euro (FCA Woerden)</b>	<b>9500</b>

## RadiSense Basic probe set -2-

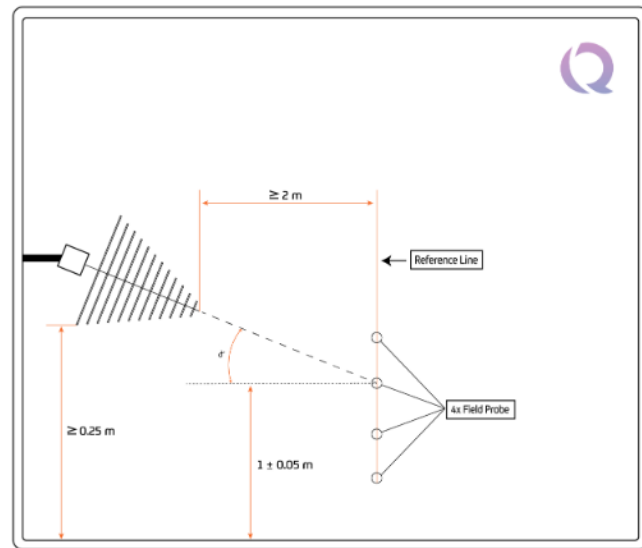
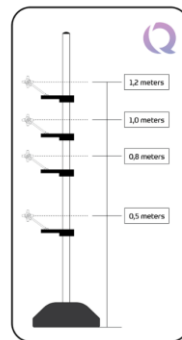
Qt	Product	RadiSense Basic field probe set (RS40)	Reseller price
1	CTR1001S	RadiCentre 1-slot, USB/RS232	695
1	RSS2040S	RadiSense 10 MHz - 40 GHz, ISO	13287
1	LPS2001B	RadiSense laser power card, FC/ST	2616
1	CBL2001-10M	RadiSense fibre extension cable, 10m	479
		Total price	17077
		<b>SET reseller price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

# 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
		<b>SET reseller price in Euro (FCA Woerden)</b>	<b>29500</b>

# 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
		<b>SET reseller price in Euro (FCA Woerden)</b>	<b>41750</b>

# 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
		<b>SET reseller price in Euro (FCA Woerden)</b>	<b>75000</b>

# 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
		<b>SET reseller price in Euro (FCA Woerden)</b>	<b>26000</b>

# 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?