



NAVARSYSTEMS
NAVARSYSTEMS

WELCOME TO THE CONNECTIVITY

PRESS KIT 2017



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1. Introduction to Nayar Systems



Nayar Systems is a company specialized in **telecommunications (telecoms) engineering**, founded in 2007 in Castellón de la Plana, Spain. Nayar Systems' 3 partners – Alexis Nadal, José Luis Aracil and José Luis Sanchis have based their management model in **innovation and quality**. With a strong investment in new technological developments, their model has granted Nayar Systems an important expansion both domestically and abroad. **Nayar Systems currently invests 80% of its profit in its Research+Development+Innovation (R+D+I) department.** Nayar Systems offers their services to more than 128 countries all over the world, due to their agreements with leading global telecom companies. **Simplicity, trust and connectivity** are the main principles that Nayar Systems holds, and they grant their clients total control of their information and devices, along with security and support.

Since Nayar Systems opened its headquarters in Castellón in 2007, the company has grown to integrate three commercial firms in it: **72horas**, leader in the telecommunications sector in the industry of elevators; **Advertisim**, a multimedia content communication platform; and **net4machines**, a VPN designed to securely interconnect all types of devices over the Internet. Since the company started in 2007, **they experienced an evolution marked by success**. During this year, they have celebrated their tenth anniversary, are preparing to launch a new magazine for their industry called **IoT&Elevators**, and are about to launch their **GSR**, a device that will revolutionize the sector of the elevation.

Because Nayar Systems is the result of a continuous commitment to **attract talent**, they currently have more than 40 people as staff and are present in various segments of the telecommunications industry. With an annual growth of more than 30% in their turnover, the company is **increasing their presence in both domestic and international markets**. They also plan to create a large IoT research center in their hometown, where they are building new offices to accommodate all their staff. Innovation is the fundamental pillar that has allowed the successful evolution of the company's business model.



**Nayar Systems invests
80% of their total turnover in
Research+Development+Innovation**



2. Business plan

2.1. Structure

Nayar Systems' business model is based in a **high level of integration** of all the phases in the process of creation and development of advanced technological products. They have a flexible structure that constantly adapts their brand-products to their clients' demands. To grant a high quality personalized attention, Nayar Systems is divided in a series of departments managed by great professionals. The company has is composed by: a Board of Directors; a Purchases and Management department – including logistics, accounting, quality and legal departments; a sales and marketing department; a communication department; a customer services department; and Research + Development + Innovation (R+D+I) department. The key to Nayar Systems' business model is their capacity to adapt their products and services to the demands of customers; giving them **maximum quality and flexibility**.

Nayar Systems firmly believes that **investing in talent is investing in innovation**, so much that the number of staff increases year after year. This has led Nayar Systems to acquire a historic building which dates back to the beginning of the 20th century, located in the heart of the city of Castellón. The building is now under a complete renovation process which respects the postwar architecture of the 1940s. The building, in addition to becoming the **new headquarters** of Nayar Systems, will house **a large technology center specializing in IoT** - "Internet of Things". **With more than 2,000 square meters for research**, it will house **more than 200 jobs** in the center of Castellón as well as the first talent accelerator for young people from Castellón, where people with talent and good ideas will be able to work and be supervised by experienced professionals for free.

2.2. Presence in Spain

Although Nayar Systems has been based in Castellón de Plana since its creation in 2007, their sales force moves in a daily basis to all corners of Spain, to continuously meet their clients and potential clients. Besides that, they also hold meetings with important strategic partners both nationally and globally.



2.3. Sales

Despite the complex environment in which **Nayar Systems** has developed their activity, they **have increased their turnover annually**.

72horas has established themselves as **the main brand in Spain and Portugal in mobile lines due to their security, quality and reliability**, getting 7 out of 10 liftmen from Spain and Portugal to install 72horas mobile lines in their lifts. Likewise, after launching **Advertisim** in Spain, the company **started a major expansion in Germany**, having an exclusive sales force in the country. Finally, **net4machines** continues to offer IoT solutions to their customers.

Each of the brands that compose Nayar Systems – 72horas, Advertisim and net4machines, develop an array of products and services that open markets and strategic segments that Nayar either already caters for or plans to in the near future.

2.4. Human resources

To be the best, you must be together with the best. Nayar Systems has it clear that a good part of its success comes from the work of all their professionals. Their commitment and daily effort make it possible for Nayar Systems to develop products and services that make their clients life easier.



Alexis Nadal
CEO

Pepe Aracil
CTO

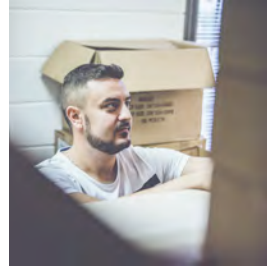
José Luis Sanchis
CMO



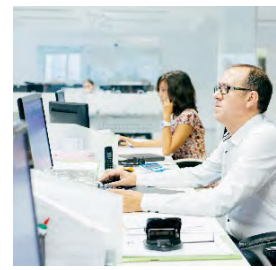
Vicenta Ferrer
Managing Director



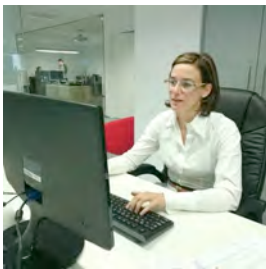
Elena Fernández
Logistics



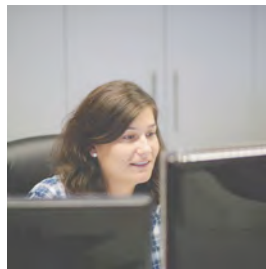
Andrei Catalin
Dumitrache
Logistics



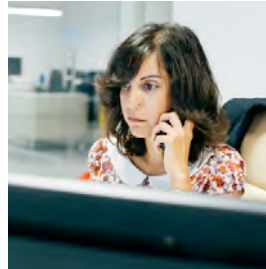
Cristóbal Maza
CFO



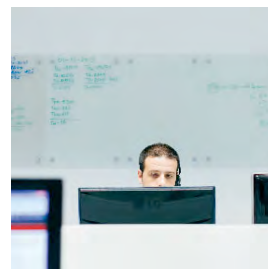
Lledó Marín
Accounting



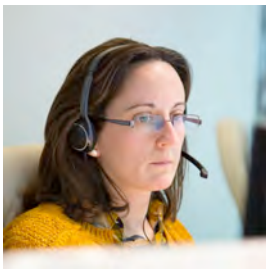
María Isabel Martí
Accounting



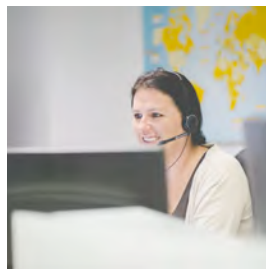
Yoanna Garbuzanova
Customer Care Quality
and Legal Director



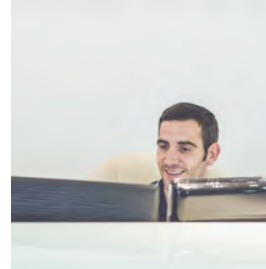
Nicolás Arias
Customer Care



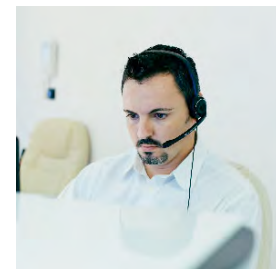
Vanessa Amat
Customer Care



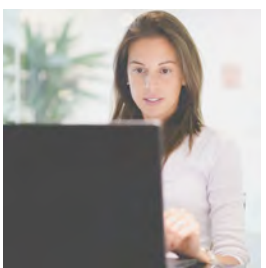
Luca Montero
Customer Care



Marco Almeida
Portugal
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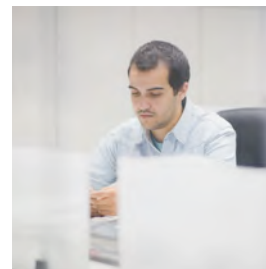
Iván Requena
Technical



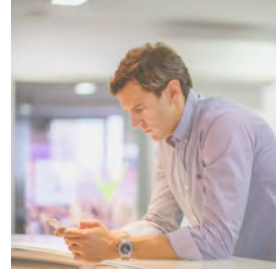
Aida Piñeiro
Spain Salesperson
Levante



Juan Vidal
Spain Salesperson
North



Pedro Pinto
Portugal
Salesperson



Álvaro García del
Moral
Germany
Salesperson



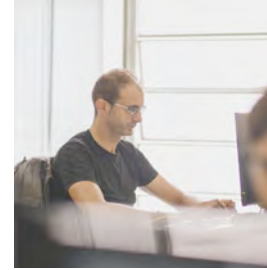
Susana Torrent
Commercial
Management
Secretary



Héctor Delgado
R&D&i GSR



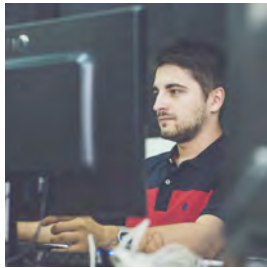
Simeón Peev
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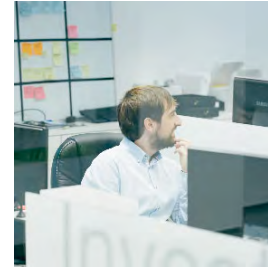
Iván Castell
R&D&i GSR



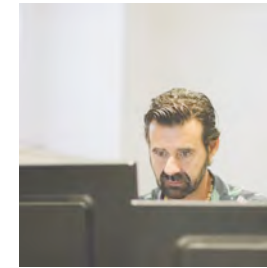
Roger Zaragoza
R&D&i GSR



Mihai Lupoiu
R&D&i GSR



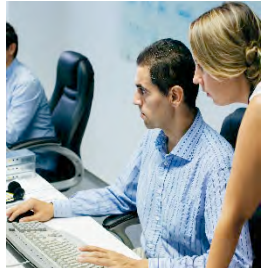
Javier Gisbert
R&D&i
DIC Advertisim



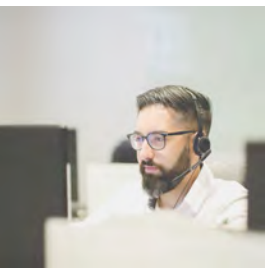
Rafael Besalduch
R&D&i
DIC Advertisim



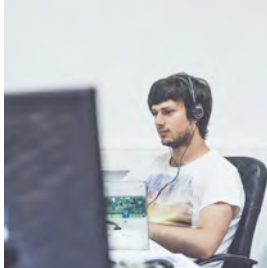
Vanessa Martínez
Product Manager
Advertisim



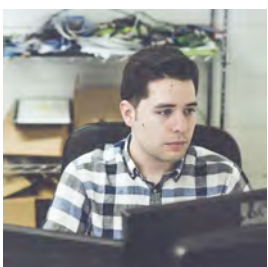
Javier Sancho
R&D&i
Advertisim



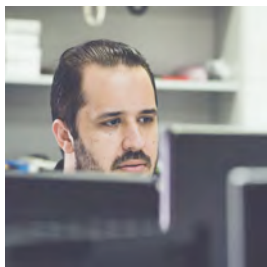
Ferrán Vidal
R&D&i Advertisim
Platform



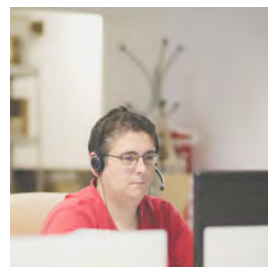
Vlad Nicu
R&D&i Advertisim



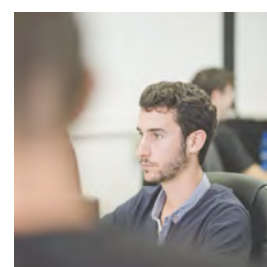
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R&D&i Advertisim



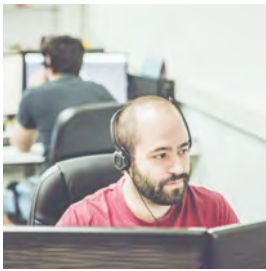
Dragos Verdes
R&D&i Advertisim



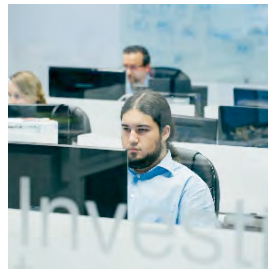
Pepe Chorva
R&D&i Controller



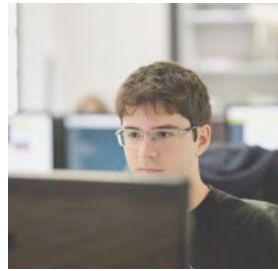
Carlos Aragón
R&D&i 72horas
Platform



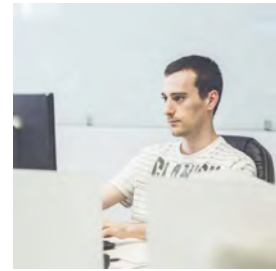
Oriol Flors
R&D&i 72horas
Platform



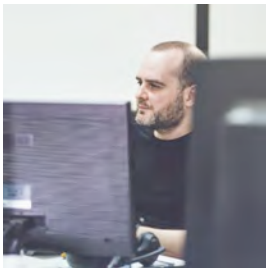
Jaime Brevia
R&D&i Nexus



Víctor Felip
R&D&i Open ERP



Sayan Gimeno
R&D&i Systems



Angel Jiménez
R&D&i Systems

3. Corporate Social Responsibility

3.1. Quality and innovation

Nayar Systems, as a telecoms engineering company, sees that a sustainable growth is a demand both from their clients and society, and directly applies it in their process of production and distribution.

The Ministry of Economy and Competitiveness of Spain has awarded Nayar Systems with the **Innovative Small and medium-sized enterprises (SME) seal of approval**. An award that has also reinforced Nayar Systems corporate identity. The recognition of the Ministry of Economy has translated into strengthening Nayar Systems' internal capabilities and provided a boost of motivation for their employees to continue working at the forefront of innovation, maintaining Nayar Systems' horizons broad. Likewise, being part of a selected group of innovative companies stimulates the creation and development of synergies with other tech companies that leads to bigger possibilities of further growth and innovation.

On its part, Nayar Systems considers management transparency a fundamental value, offering a trust-based relation with their providers, their clients and strategic partners. **All the technological products Nayar Systems creates are environmentally friendly and hold CE marking**. Besides, 72horas is inscribed as national operator at the National Telecoms Commission, being a leader in following the European standard **EN 81-28**.



3.2. Responsible Internal Management

Nayar Systems is guided by the continuous training of their human resources, along with the respect of human and labor rights. Their **human resources** are the companies' most precious asset. Thus, seeking talent is a special commitment of the company. Besides their internal training and creativity sessions, and their annual internal conventions, Nayar Systems promotes and assists a large number of networking events. In their **constant search for professional synergy**, Nayar Systems is a virtual member of Espaitec, University Jaume I's Science and Technology Park, and collaborates with the European Center of Innovative Companies in Castellón (CEEI).

3.3. Concrete Corporate Social Responsibility actions

Nayar Systems also carries out their Corporate Social Responsibility plan based in one of their chief commitments as a company: the social development of the province of Castellón. Through a continuous **search for talent, support to talents, training, and mentoring projects** that need vision and experience, Nayar Systems currently engages in several actions, such as:

Geekhubs: A space for tech entrepreneurs and businesspeople which includes a growth program, workshops, events, tutoring and mentoring. Nayar Systems supports mentoring through the European Center of Innovative Companies in Castellón (CEEI).

Move Up!: This is a program of entrepreneurs of CEEI (European Center of Innovative Companies of Castellón) and Diputación de Castellón, which supports the best entrepreneurial projects of the province to become de facto companies. The CEO of Nayar Systems has carried out the mentoring of two projects, spending his time altruistically with regular meetings to tutor both projects.

Sponsoring the XIII Edition of the Cadena Ser Castellón Radio Awards, in the prize category young talent: Nayar Systems is committed to stimulating young talent in the province of Castellón, and because of this, they have decided to sponsor the Young Talent prize at the XIII Edition of the Cadena Ser Castellón Radio Awards.

Hackathon Castellón 2016 and 2017: With the maximum objective of capturing talent, Nayar Systems, along with other pioneering technological companies in Castellón, have organized the first and second edition of Hackathon Castellón at Universitat Jaume I of Castellón. Hackathon was a winning programmers' meeting, where the value of CSR became evident in the direct integration of each participant in the job market, immediately after enrolling in the meeting. Hackathon also gave out money prizes that could enhance the participants' continuous training.

Process of Transformation: In order to continuously improve, Nayar Systems has initiated a profound process of transformation has included, from the very beginning, the perspectives of their different stakeholders or strategic publics in: their internal processes with a growing staff, the productivity in each of the job they offer, the happiness of each of their workers, and the creation of different management bodies.

Since Nayar Systems' main objective is based on the continuous search for talent, they intend to continue with these actions, and adopt new ones that remain consistent with the identity of the company, such as the **free accelerator project for young people from Castellón**, which will become reality as soon as the renovation of their new headquarters Nayar Systems are finished. Finally, the company plans to continue promoting Corporate Social Responsibility actions associated with training, especially those related to the university.

4. Brands

4.1. 72horas



72horas is the leading brand within Nayar Systems, **dedicated to the elevators industry** and covering a market niche that up to now no business could cover. 72horas is inscribed as national operator at the National Telecom Commission, and is **Spain's leading company that specializes in M2M (Machine to Machine) communication for the elevators industry**. It has over 500 clients all over Europe. The reason for this success is Nayar Systems' compliance with the European standard EN 81-28, having put Spain as leader of security and Spanish elevators as a role model for their European counterparts.

Since its launching, 72horas has become a frontrunner in the telecom business destined for elevators, earning important partnerships and global agreements with large-scale leading corporations, taking profit from the synergy generated with them. 72horas has established its leadership in their market niche to the point that their competition has not been able to follow their steps.

In addition to having invested in a **complete change of their internal management platform**; the brand also offers a **proactive failure-control service**, analyzing the warnings set off by the tele-alarm and the GSM link, and proactively contacts their customers before any type of damage or problem occurs with their client's elevators park. Also, through their **orders history**, customers of 72horas can consult all orders they have made, filter the data and export them to an Excel sheet. We cannot forget to also mention their **ECHO TEST** service, which avoids answering thousands of test calls by technicians; or the **[SOS]Com** system, which allows automatic two-way voice communication between the trapped person and the fault center. 72horas is a **leading European company in providing mobile lines and EN 81-28 management**, thanks to the innovations that reinforce the added value they offer in their services, and their constant investment in new sales forces, which has allowed them to consolidate themselves in strategic markets such as Portugal.

4.2. Advertisim



Advertisim is a communication platform for the management of multimedia content. Advertisim users have total control of what is displayed on their screens, 24 hours per day and 365 days of the year; users are able to modify any content of their screens, regardless of the country in which the equipment is installed. Since its launching, Advertisim has reached clients of all kinds: public institutional, hotels, or factories, among others; in addition to their integration into the production lines of elevator companies that install their elevators already counting with an Advertisim screen. Through Advertisim, users can manage the content they display in real time, sending thousands of messages to millions of people with a single click, through **Advertisim Manager's** online platform. Advertisim's success lies in being able to connect their customers with whomever they want.

Besides, Advertisim is gaining ground in multiple business sectors at the international level, **with a sales force based in Germany.** When Advertisim landed in Germany, it opened a new opportunity for connectivity in the country, putting all its technological innovation to the service of its users, giving them total control of global communications, both remotely and in real time thanks to its 3G, wifi or Ethernet options. **Advertisim is a multimedia screen designed specifically for elevators,** which allows direct communication with the controller to select floors, directions and alert messages. In addition, the device guarantees compatibility with most market controllers, offering multimedia communication such as news, weather information or any type of message that you want to communicate through its online platform Advertisim Manager.

Advertisim offers limitless content storage, making their user's content management easier. In addition, Advertisim comes with a permanent video tutorial to ensure an optimal use of the platform. It also comes with an **Advertisim Designer** tool that allows users to configure the way each of their devices look, tailoring them according to specific needs and desires. Moreover, Advertisim keeps launching technological innovations thanks to the continuous technological developments carried out by the R&D department of Nayar Systems. Advertisim provides total customization of each screen, offering tailored solutions to the specific needs of each elevator operator.

4.3. net4machines



net4machines is a virtual private network (VPN) service – VNPaaS- designed specifically for the M2M industry, giving operators a reliable connection with any of their devices - computers, mobile phones, tablets or machines - through the internet. **net4machines goes beyond the concept of VPN, offering an exclusive VNP** designed by the company's engineering team **specifically for M2M devices**, with control of proper functioning as its main purpose.

The VPN service offered by net4machines allows the end user to profit from all **the conveniences of a traditional VPN replicated in thousands of connections anywhere in the world**. The service, besides being plug&play, is global, allowing one authorized user to immediately access a machine located anywhere in the world, regardless of the internet connection the machine has. This brings together all the operating devices in one single network, even if they are connected with/through different carriers or use different internet connections such as ADSL, Cable, Satellite, RDSI, 3G, LTE, or Wimax.

The technology developed by **Nayar Systems allows clients to manage their own business' VPN**, monitoring traffic quality, the connections of each device or even establishing alerts. It allows a simple, organized and global control of the network, including the possibility of cutting a connection if necessary, what was unthinkable before.

Currently, net4machines is applied mostly in the Smart City and Industrial sectors, such as elevators, air conditioning, supply and energetic telemetry, vending machines, printing, security, fire-prevention, watering, climate checking and others. Nowadays, **the uses and application of net4machines are virtually unlimited**, and grow together with needs and technology.

5. International expansion

Nayar System's vision is to reach distant areas of the globe, and because of this, the company's international sphere of influence has been growing quite quickly, particularly due to the quality of their products.

In their **continuous pursuit of innovation, talent and cutting-edge technologies**, Nayar Systems already reaches countries such as Germany, Spain, the United Arab Emirates, France, Ireland, Portugal, United Kingdom, United States, Colombia, Lebanon, Singapore, Turkey, Greece or Italy; thanks to the strategic planning of the company and its continued investment in powerful sales-forces and new technological developments in the hands of R + D + i.

Among all the countries mentioned above, **Portugal** and **Germany** are noteworthy. On the one hand, the Portuguese market has a salesperson dedicated to both 72horas and Advertisim brand-products living in the country, responsible for advertising Nayar System's products and services to the Portuguese market. Furthermore, Nayar Systems is carrying out an important expansion in Germany, where it has also established a permanent sales force with great results. Lastly, Nayar Systems also attend many technology fairs in the country, such as **Interlift**, the most important biannual event in the world of elevators.

Lastly, Nayar System has also taken action to expand into the United States, starting through a **Silicon Valley** event called **Spain Tech Center Immersion Program**, a public-private initiative led by ICEX, Red.es and Santander Bank that took place in April 2015. Nayar Systems was the only company in the M2M sector to be selected, having earned important meetings with companies such as Broadcom, Oracle, Accenture, Cisco Systems and others.



6. Board of Directors



Alexis Nadal, founding partner and CEO of Nayar Systems. His market analysis and resources management skills has made Nayar Systems results grow year after year.
anadal@nayarsystems.com



José Luis Aracil, founding partner of Nayar Systems, Pepe manages the R+D+I department. His vision of future has allowed Nayar to set trends and benchmarks. Companies and collaborators consider him a guru of M2M telecoms.
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José Luis Sanchis, founding partner of Nayar Systems, José leads the sales and marketing department, developing yearly strategies fit to different markets. He has allowed Nayar Systems to become a leader in all industries they have presented their products and services.
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7. Nayar Systems' history

Below is a list of Nayar Systems' most relevant achievement in their path:

2007 • Nayar Systems is created and the company steadily starts to grow

2008 • Nayar Systems sells their first 100 lines

2009 • Thanks to 72horas, 3% of the domestic number of elevators is certified by the European standard EN-81-28.

2010 • Nayar Systems expands 20% of its workforce.

2011 • Nayar Systems wins R+D+I Company of the Year at Premios Mediterráneo Castellón.

2012 • Nayar Systems earns the CEEI Award of innovative business front.

2013 • Nayar Systems repositions its corporate identity, re-styling its corporate visual identity, and implements a new strategic vision and mission.

2014 • Nayar Systems launches Advertisim. This same year Advertisim is a finalist over the Inspirational National Prize in the Digital Support category.

2015 • Nayar Systems earns the STC award and starts its expansion to the US market after its visit to the Silicon Valley. This same year net4machines is launched. On August, the National Association of the European Centers of Innovative Companies (ANCES) grants Nayar Systems with the seal of Tech-based Innovative Company (EIBT). In November Nayar Systems wins the Focus Innova SME CV 2015, granted by the Valencian Institute of Business Competitiveness (IVACE) and the Network of European Centers of Innovative Companies at the Valencian Community.

2016 • Nayar Systems grows its workforce to 40 employees, bringing the need to move their R+D+I team to a satellite office until the renovation of their new Nayar Building is complete. At the same time, Nayar Systems expanded their sales department, incorporating permanent sales team both nationally and abroad, in Germany and Portugal, specifically. Besides, Nayar Systems bet on the implementation of CSR actions, among which they supported Geekhubs, Move UP!, and a digital natives challenge. Nayar Systems also organized the first meeting of programmers at the Province of Castellón: Hackathon Castellón 2016. Finally, Nayar Systems has sponsored the Young Talent prize at the XIII Edition of the Cadena Ser Castellón Radio Awards.

2017 • Nayar Systems celebrated their tenth anniversary and organized an internal celebration with all their staff, with more than 40 employees and their families. The company now already holds the licenses to begin the renovation of their new headquarters, which will become a major IoT research center with more than 2,000 square meters and will house more than 200 jobs. Likewise, young talents from Castellón will have the opportunity to have a free work space

where they can develop their ideas and where they can be tutored by professionals with ample experience. Nayar Systems again betted on Hackathon Castellón and celebrated the second edition of this successful programmers' event, held at Universitat Jaume I in Castellón. Hackathon participants become part of a talent pool from which Nayar Systems hires. In addition, the company launched IoT & Elevators, a new magazine for the elevators industry, and attended Interlift 2017 presenting an innovation that proved a revolution in the telecommunications for elevators: their GSR device.

8. Other



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