Information and Communication Technology Industry
in Hungary

HEPA

Hungarian Export
Promotion Agency

HEPA

Hungarian Export
Promotion Agency

Export and More

MINISTRY OF
FOREIGN AFFAIRS AND TRADE
OF HUNGARY

Contents

Information and Communication Technology Industry

ICT Industry

Without Hungarians, IT might not even exist. John von Neumann is considered the father of modern computers. He invented the model known as the von Neumann architecture as part of the EDVAC experiment in 1952. His design contained elements such as the use of a binary signal, memory, an instruction system and program storage, which allowed him to create the first modern computer. Hungarian-born researcher John Kemény codeveloped a simplified programming language known today as BASIC. He served as the President of Dartmouth College and he created the first time-sharing operating system. Andrew Grove, who was TIME magazine's 1997 Man of the Year, was also of Hungarian origin. As Intel's president, he boosted the speed of microprocessors. Charles Simonyi was a leading developer at Microsoft. He was initially in charge of developing Multiplan, the predecessor of Word and Excel. He also introduced the concept of object-oriented programming at Microsoft. The Information and Communication Technologies (ICT) sector is a crucial area in today's economy throughout Hungary. Its production value provides 5,1% of the country's GDP. Almost 3,7% of active employees work as ICR specialists. The amount of goods and services provided by the sector accounts for 10,6% of Hungary's national exports. The continuous and dynamic, doubledigit annual surge observed in the digital economy greatly exceeds the country's GDP growth rate.

55% (35%?) of domestic ICT companies' sales revenue comes from export sales. Telecommunication devices, computers and peripherals make up approximately 40% of ICT product exports. Although the external trade turnover of ICT services is substantially lower than that of the trading of goods, it has become increasingly significant and holds a growing share of the foreign trade surplus. In 2023, the combined export turnover of ICT services (telecommunications, IT and database services, online publishing) decreased by 2,5% in just one year.

Compared to other regions, the sector's overall contribution to the national GDP is the largest in Hungary. In addition, the proportion of companies manufacturing ICT devices is now also of prime value. The Hungarian ICT sector has key competences in several areas, most importantly smart city and traffic, energy management, health services, agricultural, banking and enterprise software solutions, security printing and cybersecurity software solutions.

The startup ecosystem has been becoming more robust in the country and the cooperation between companies and universities has also gained new momentum. Several programmes help young people to reach their
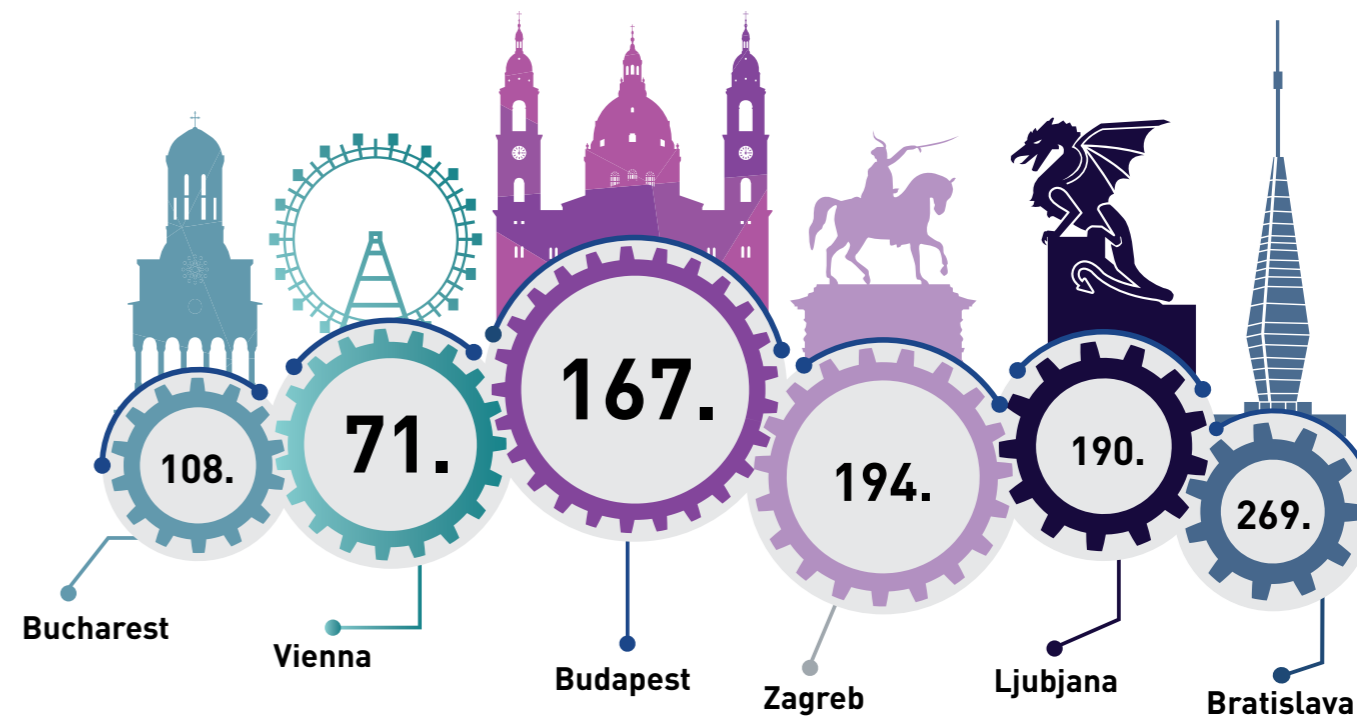
full potential and companies are unable to discover promising candidates more efficiently than ever. The Startup Campus Hungary programme, powered by HEPA, supports the best ideas emerging from universities and helps students create marketable and internationally successful products and startups.

The domestic ICT sector also boasts several international success stories. Hungarian design software company Graphisoft's solutions have been used worldwide for several decades. The Budapest-based navigation software firm NNG started as a small startup and has become one of the leading vendors across the global automotive industry in 10 years. One of its most well-known solutions is navigation software 'iGO'. Its products are available in

190+ countries and 50 different languages. One of the most notable success stories of the past few years is the Prezi web-based presentation software, used by 100+ million people globally. Talk-a-Bot, which also generates chatbot solutions, has been dynamically expanding to external markets propelled by an investment of several million euro.

108. Bucharest
71. Vienna
167. Budapest
194. Zagreb
190. Ljubljana
269. Bratislava

Source: StartupBlink

Almost **12%** of Hungarian exports of services are related to the ICT sector

8

9

BLACKBELT TECHNOLOGY LTD.

BlackBelt is a software innovation company based in Budapest, one of the European Union's fastest-growing tech capitals. The company utilises its low-coding platforms, replacing most traditional programming (e.g. hand-coding) activities performed by human developers using software robotics (automated programming) in a model where human developers only need to conduct critical tasks. BlackBelt is proud that its developers are seniors, earning the title 'master of technology' for experience in business-critical projects.

www.balckbelt.hu
Info@blackbelt.hu
+36 1 611 0462
H-1027 Budapest, Ganz utca 16.

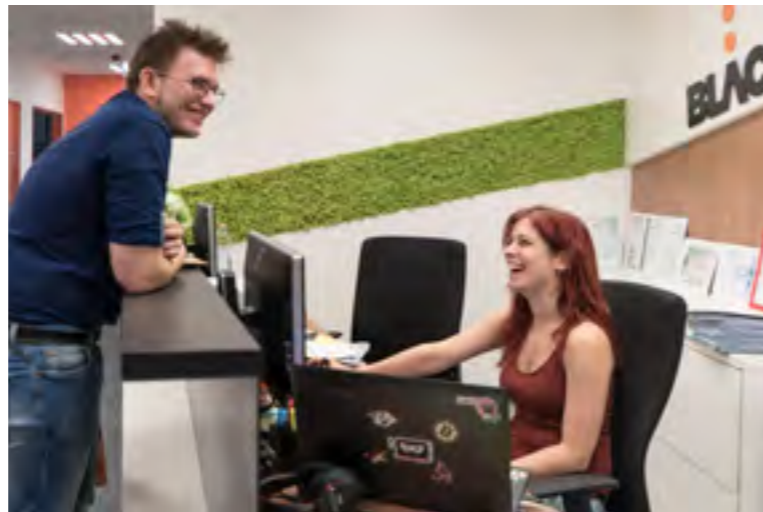## PRODUCTS & SERVICES

Providing excellent IT resources
Based on its vast experience and presence in the Hungarian IT market, BlackBelt can find and onboard the best, highly-educated IT experts that best suit its customer requirements.

Custom business application development
By relying on commercially available and BlackBelt's low-code development platforms, the company is able to create functional business applications in an instant.

IT professional services
Best practices, best-of-breed solutions tailored to specific client needs, based on research and hands-on experience.

ADVANTAGES

Blackbelt boosts YOUR software innovation by

- with rapid prototyping and fast software developments resulting in your prototypes in 2 weeks and your first software release to users (minimum viable product, MVP) in 2 months;
- by providing dedicated senior teams to develop your product or improve your operations and internal processes;
- by building up managed and transferred software development and project management (i.e. R&D centre) organisations leading to your turnkey development centre in Budapest.

REFERENCES

Telecommunication sector - Nordic region
Development of an application to support the installation of telecommunication base stations, project planning of hardware requirements, purchase demand consolidation, multilayer documentation data gathering and integration with back-end systems.

Banking sector - CEE region
Development of The Instant Payment Gateway, which is responsible for communications between systems. The new payment system aims to make payments available between Hungarian payment accounts within seconds, on a 24/7/365 basis.

Retail sector - CEE region
Design and develop a B2B/B2B2C e-commerce platform solution, including more than 40 applications for more than 40 countries and 20+ languages.

PRIMARY TARGET MARKETS

Austria / Germany / Switzerland / Sweden / USA

MORTOFF LTD.

Mortoff is an enabler for the full digital transformation of multinational companies, delivering results and values rather than products and services through in-house innovation. Its multi-technology, multi-industry approach guarantees the most tailor-made solutions for its customer needs. Mortoff is a team of approximately 170 people across 3 locations, with a solution-oriented mindset extending beyond traditional solutions.

The experience gained in past years and a team of excellent, well-trained professionals result in Mortoff's great position in the domestic market and abroad.

**www.mortoff.hu
a.szonyi@mortoff.hu
+36 20 329 1280
H-1138 Budapest, Dunavirág utca 2., Gateway Office Park, I. torony, 3. emelet**

PRODUCTS & SERVICES

Mortoff offers tailor-made solutions for your company. Starting with outsourcing in development, testing and BI functions, through several technologies - such as JAVA, .NET, C++ - frontend technologies, test automation, Big Data, Robotic Process Automation (RPA) and CRM solutions, ending with its in-house products for test management (Testify) and Industry 4.0 solution (REACH).

The services are designed to provide complete development teams, primarily with a SCRUM methodology, depending on project needs. The company's experienced colleagues are available from concept to implementation.

ADVANTAGES

Mortoff offers services from 3 locations with an extremely flexible approach. Its broad technology portfolio and industrial background in many areas (finance, manufacturing, retail, utilities) allow you to receive more than traditional development. Yet the company is also keen to understanding your needs, going beyond a simple solution and delivering in any circumstances. In the future, Mortoff will focus on expanding its services abroad, especially to Germany, Austria, The Netherlands, Sweden and the USA.

REFERENCES

Mortoff developed a cutting-edge Industry 4.0 solution for a Japanese Tier 1 automotive supplier. Data collection and real-time evaluation of data received from the machinery helped the factory improve its efficiency.

Implementation of a CRM system for a leading financial institution in Hungary led to much better customer service. The project started with a deep analysis of business needs. The development of the complete customer service system for the most significant job portal in Hungary made Mortoff proud, because the company helped to build the most competitive service for its customers in their field.

PRIMARY TARGET MARKETS

Germany / Austria / The Netherlands / Sweden

SYNTHESIS-NET LLC

Synthesis-NET LLC is based in Győr, Hungary (only 1.5-hour drive from Vienna, Austria) and is the largest software development company in Western Hungary. This year marks the twentieth anniversary of the company's establishment. Over this time, it has grown from a team of six to its current staff level of over 160 experts. The company offers services in the Medtech space primarily in Western Europe and North America under the brand IronRooster.

One significant example of its innovative services in this area is a data analysis system it developed for a strategic partner that proved to be of vital importance in combating the Zika virus. In addition to MedTech, the company has extensive experience in developing solutions for a number of other industries including Agtech, Fintech and advertising. The company has played an important role in the digital transformation of its partners, whether in relation to Industry 4.0 or leading the way in the adoption of the latest tech trends. Thanks to its responsiveness to client needs and high-quality work, the company continues to develop dynamically and remains true to its creed: improving lives through European quality.

www.synthesis-net.com
hello@synthesis-net.com
H-9024 Győr, Vasvári Pál út 1/C.

PRODUCTS & SERVICES

Frontend, Backend
Mobile app development
Testing
UI/UX
BI
Support
QA

ADVANTAGES

Its long-term partnerships are based on the belief that cooperation with clients should go beyond contractual terms to focus on continually improving the services offered.
Its innovative, high-standard development work cuts through the hype associated with new technologies to focus on client needs.
With the help of its certified experts, the company offers a comprehensive range of services. Its team can guide clients from the first earliest prototyping phase through the implementation, maintenance and support of solutions. The team is familiar with and eager to use all project management methodologies in the interest of turning ideas into success. Partners of Synthesis-NET gain significant business benefits and remarkable ROI thanks to the company's conscientious work.

REFERENCES

USA
Developing software systems for major blood management companies and hospitals
Database management, customized software for companies of the commercial sector

Europe
Development of private healthcare service systems – telemedicine, portable devices, mobile
Critical software for the leading clearing house in the CEE region for capital and energy markets
Software solutions to increase production efficiency in the agricultural sector

PRIMARY TARGET MARKETS
USA / Austria / Germany / Sweden / United Kingdom

ARH INFORMATICS INC.

ARH stands for Adaptive Recognition Hungary Inc., which is a privately-owned, 29-year-old technology company with headquarters in Budapest, Hungary. The company develops and sells its own AI-based image recognition software and hardware solutions that transform road traffic, transportation and personal identification industries into data-driven, secure and efficient environments. ARH runs a global operation with subsidiaries in the USA, Denmark, Singapore and the Czech Republic, with 12,000+ satisfied partners and more than 160,000 systems installed worldwide.

www.arh.hu
requestinfo@arh.hu
+36 1 201 9650
H-1123 Budapest, Alkotás utca 41.

PRODUCTS & SERVICES

All of its products and solutions are related to AI-based image recognition and optical character recognition ('OCR'), such as registration plate recognition software and cameras, ID document scanners for reading and verifying ID, intelligent transportation systems and smart CCTV security systems.

Application areas range from parking management, toll collection, road traffic enforcement systems (speeding, driving through red lights) to ID reading and verification at banks or borders, in KYC and AML systems, area protection and incident detection.
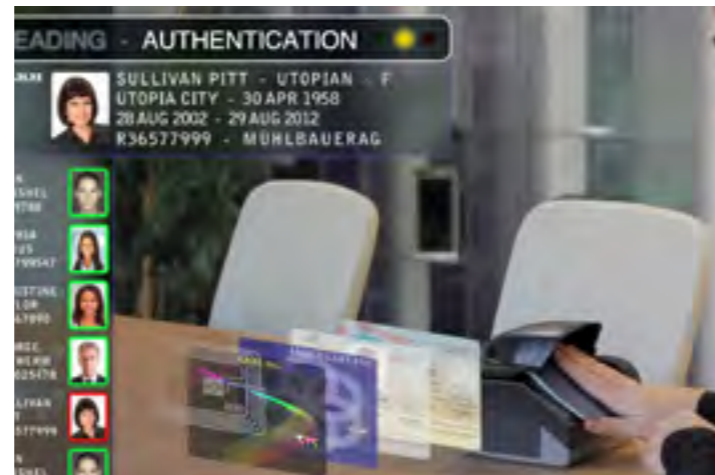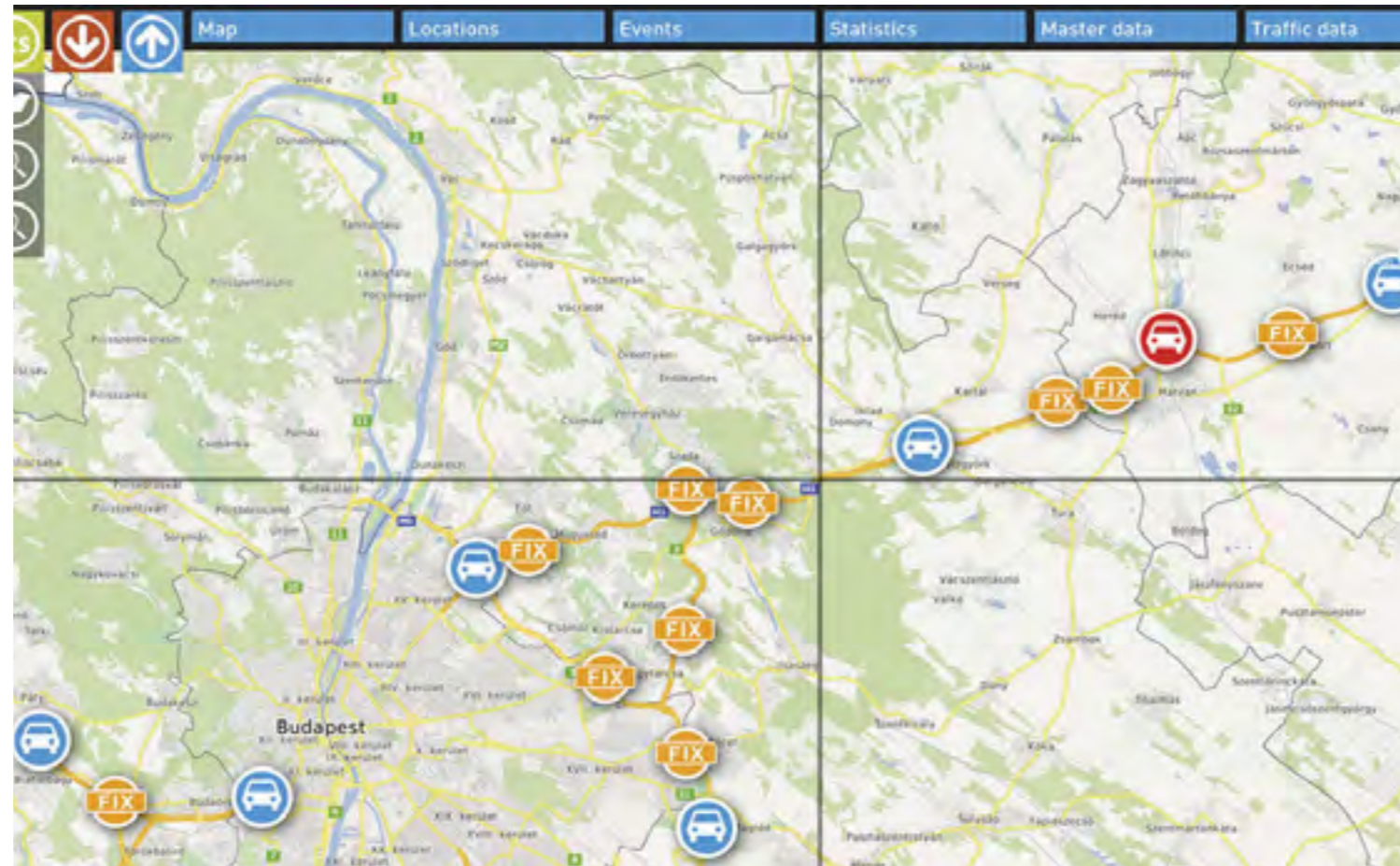
ADVANTAGES

As a customer-focused company, ARH is opting to build solid, long-term relationships with its clients. The company possesses remarkable manufacturing resources, including blueprint design, chip implanting, heat and shock testing and automated, robot-assisted assembly. ARH is ISO 9001, ISO 14001 and ISO 27001-certified.

REFERENCES

Passport and ID document reading and verification systems at Singapore Airport (Client: Singapore Immigration & Checkpoints Authority).

Highway toll enforcement systems in Europe, Southeast Asia and North America. Various clients. ARH provided the recognition software and cameras.

Guest check-in and parking management systems in the Middle East, Europe, Asia and Australia. Various clients.

PRIMARY
TARGET MARKETS

Worldwide

CRAFTUNIQUE LTD.

CraftUnique Ltd. is a Hungary-based company developing and manufacturing the CraftBot 3D printer family to provide easy-to-use and reliable 3D desktop printers with a five-year warranty. CraftUnique offers a complete 3D ecosystem: CraftBot 3D printers, CraftWare slicer software, filaments and 3D lesson plans.

Since breaking into the market in 2014, CraftUnique has gained a positive reputation, with more than 10,000 printers sold predominantly in the EU and the US.

www.craftbot.com
melinda.bkis@craftbot.com
+36 20 321 4536
H-1143 Budapest, Ilka utca 50.

PRODUCTS & SERVICES

CraftUnique offers a complete 3D ecosystem, including a wide range of FDM 3D printers – from the well-known plug&play CraftBot Plus to the professional FLOW generation 3D printers with market-leading features and functions, the in-house slicer software, CraftWare, filaments and 3D lesson plans.

CraftUnique has three primary target markets: the industrial sector (prototypers, manufacturers), education sector (schools, makerspaces, universities) and the makers/hobbyists.

CraftBot FLOW GENERATION
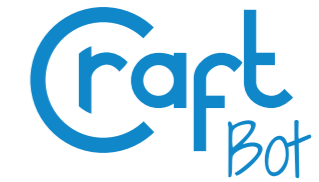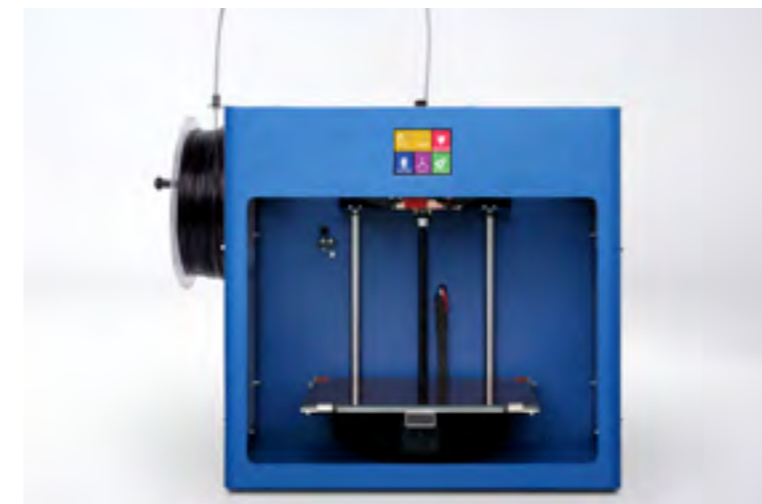
ADVANTAGES

CraftBot printers are reliable desktop 3D printers with a 5-year warranty. The products represent great value for money. Productivity can be doubled with dual independent printing heads.

The market leading features are (in Flow Generation printers) the flexible, heated removable build plate, Filament Monitoring System (FMS), huge build volume, the IoT system (monitor - manage printing from another location than the printer's), MESH bed levelling, the built-in video camera, dome, door are optional and the safe mode for educational use.

REFERENCES

Texas University: Print farm installation Center for Digital Education, learning through play
Adidas: Show room decoration (End Plastic Waste)
LUNARK project: design, construct and test an innovative lunar home

PRIMARY TARGET MARKETS

France / Spain / Russia / USA / Middle East

IVM CO.

IVM Co. was founded in 2010. The company is a key player in Hungary. It is transforming its business and the value proposition in the development and operation of micro-logistics solutions, with strong positions in Central Europe. Today, it operates in more than 25 countries with 800 satisfied customers and 70 channel partners.

IVM Co. has 16 solutions for automated storage and distribution systems with custom-developed distribution software.

Continuous innovation, flexibility, solution focus and dynamism stand out among IVM Co.'s values and goals.

**www.ivm-vending.eu
sales@ivm.hu
+36 30 633 1552
H-8000 Székesfehérvár, Takarodó út 2.**

PRODUCTS & SERVICES

SavePro
Award-winning automat for protective equipment (PPE), tools, office supplies, medical devices and other consumables.

SaveRent System
For reserving/renting work tools.

SaveRing
3in1 carousel vending machine.

SaveReturn
For returning used tools/equipment.

SaveBox Control Unit
Modular, cabinet-style vending system.

SaveFlex
For dispensing ICT and office supplies.

Virtual vending
Virtual warehouse system.

SaveLog API
Application Programming Interface.

ADVANTAGES

IVM Co.'s automated distribution systems, storage, distribution of industrial, medical and ICT equipment, materials are extremely simple, 100% controllable and efficient; it supports the Lean Kaizen approach.

With IVM Co.'s products and services, the end user can monitor the complete life cycle of any item placed inside its solutions, supporting recycling and reducing environmental waste.

REFERENCES

Freudenberg s.r.o saved 15-20% on its PPE costs and easily managed its consumption. Its supplier receives automatic notifications from the machine via email; thus, refilling is easy and constant.

Dexis Slovakia s.r.o. – a PPE, MRO and hand tool supplier – wanted to take its PPE solutions to the next level and offer full-service solutions to its customers, including vending solutions and automation.

PRIMARY TARGET MARKETS

Balkans / Romania / Poland / Austria / Germany

POZI DEVELOPMENT LTD.

POZI is a comprehensive digital transformation ecosystem (hardware, software, algorithms and interfaces) that delivers a complete digital overview of industrial operations. It includes identification, location tracking and sensor technologies, along with structured communication and a state-of-the-art big data processing platform, complete with proprietary optimization methods.

This wide array of patented technologies, developed by a team of 35 highly qualified engineers, mathematicians and physicists since 2013 represents the leading edge of digital transformation worldwide.

www.pozi.tech
pozi.tech@pozi.tech
+36 20 925 2624
1023 Budapest, Frankel Leó út 45.

PRODUCTS & SERVICES

POZI's monitoring systems collect real-time information on the entire operational processes in manufacturing, logistics, agriculture, healthcare and various service industries.

POZI's SmarTrace, SmarTruck and SmarTray systems identify relevant objects (parts, inventory, vehicles, equipment etc.), locate them in real time, measure their conditions, and determine their statuses throughout their lifetime.

Based on the acquired data, all operations are then optimized and controlled through specific intelligent algorithms.

ADVANTAGES

POZI's real-time data provides the full visibility of processes in various industries, allowing for the idenitification and elimination of lean waste and helps increase the efficiency of operations by up to 25-30%. It has already been put in service at companies of all fields and sizes (SME to Global50) to generate millions in savings.

The hybrid technology platform that uniquely integrates various identification, positioning, sensor- and communication technologies provides a thorough, integrated overview of the entire operation in a range of diverse environments.

REFERENCES

GE Power, 2017 – SmarTrace system to track 1000+ individual production segments (EUR 150 K)
Audi, 2020 – SmarTruck system to monitor a fleet of hundreds of forklift trucks (EUR 400 K)
Heineken 2022 – SmarTruck system to control a fleet of dozens of forklift trucks (EUR 100 K)

PRIMARY TARGET MARKETS

USA / Germany / Austria / Poland / Romania

ACPM IT CONSULTING LTD.

ACPM IT Consulting Ltd. was founded in 2015 in Budapest, Hungary by IT security professionals. In the years since, the network has grown to include partners and offices located throughout Europe, Africa, East Asia and the Middle East. The company's objective is to provide large enterprise and government clients with IT security services, particularly in fields related to finance, administration, healthcare and defence. Their multilingual team operates globally, speaks over ten languages, and is in possession of the most important international IT security certifications.

www.acpmit.com/en/
info@acpmit.com
+36 70 933 9774
H-1051 Budapest, Széchenyi István tér 7-8.

PRODUCTS & SERVICES

The majority of ACPM's services revolve around IT security consulting, IT auditing, and training. Core services offered include IT project management, IT security quality assurance, penetration testing and vulnerability scanning (VAPT), IT security compliance, cybersecurity framework and strategy implementation, IT regulatory consulting and audit, subscription-based security monitoring (or SOC-as-a-Service).

ADVANTAGES

ACPM is a unique operator in the IT security sphere. Fully vendor-independent, it provides clients with an unbiased view on cybersecurity issues and threats, with proven knowledge and experience.

A wide variety of projects in the public and private sector, for clients both large and small in a multitude of countries, enables the firm to utilize strong insights in their cybersecurity work.

A boutique-style operation and strong coordination with regional offices gives ACPM flexibility, while ensuring the high quality of its services.

REFERENCES

South African National Defence Force
Suruhanjaya Syarikat Malaysia
CEPOL (European Union Agency for Law Enforcement Training)

PRIMARY TARGET MARKETS

Kenya / South Africa / Malaysia / Indonesia / China

ANY SECURITY PRINTING COMPANY PLC.

ANY Security Printing Company PLC is the leading security printing company in Hungary and the CEE region. Hungarian identity documents, including eID cards and ePassports, are supplied by the consortium, which is led by ANY PLC and also has the technological background for planning document issuing systems. The specialists in ANY's Document Security Laboratory have developed numerous complex, efficient protective solutions, including document printers, security inks, paper additives and special control devices. The company's references, unique technology and security preparedness guarantee that ANY Plc. can offer its customers the best possible product.

www.any.hu
info@any.hu
+36 1 431 1200
H-1102 Budapest, Halom utca 5.

PRODUCTS & SERVICES

ANY Security Printing Company's strategy is focused on personal safety, product identification and payment-related products. The company offers its products and solutions to state administration and various ministries. Products and solutions it provides for the government vary, from eID (residence permit, refugee card, driving licence, student card, voter card) to paper-based documents such as passports, breeder documents and visas for personal identification, ballot printing, excise and tax stamps as part of the fight against crime.

ADVANTAGES

ANY PLC's products are manufactured using cutting-edge technology, coupled with its staff's innovative professional knowledge. The references, document security solutions developed by its R&D team, unique technology and security preparedness guarantee that ANY PLC is able to offer its customers the best possible product.

International and domestic ANY PLC certificates ensure that its products and services for governmental and non-governmental organisations comply with accepted international standards.

REFERENCES

Hungarian electronic identity card

The new contactless chip cards were issued in under seven months; nowhere in the world has made such a document with such strict security functions in such a short time.

Vanuatu passport

Thanks to ANY's R&D, Vanuatu became the very first country to introduce such thorough ICAO-compliant travel documents, which are also enriched with multicoloured features on the cover.

Visa sticker for Guinea

ANY is an expert in the production of visa stickers, as the company is experienced in printing Schengen visas for numerous European countries, as well as in Africa (i.e. Guinea).

PRIMARY TARGET MARKETS

Ghana / Angola / Rwanda / Ivory Coast / Egypt

ATOLL TECHNOLOGIES LTD.

Atoll Technologies was established in 2001 as a subsidiary of a consulting firm with the mandate to deliver software solutions for the financial sector. Our client base was quickly extended to other industries, yet the banking and insurance industries remain our leading clientele. Since 2009, the company has been fully owned by the management.

We developed SAMU, a super-flexible web-based enterprise architecture repository that can visualize complex architectures in a satisfactory way and serve as the planning backbone of transformation initiatives.

www.atollgroup.eu - www.samu.io
info@atollgroup.eu - info@samu.io
+36 1 688 6688
H-1133 Budapest, Váci út 76, IV tower, 7th Floor Hungary

PRODUCTS & SERVICES

Atoll provides custom software development solutions and we have a flagship product, SAMU.

SAMU was initially developed 2003 supporting transformations (M&A, Digital Transformation, Cloud Migration), compliance needs (i.e. GDPR) and typically becomes Source of Truth.

It helps organizations make the right decisions before and during transformation initiatives, generating engaging and accurate visual diagrams and provides an easy-to-use toolset for transformation planning and impact analysis. The web-based, yet robust and flexible application is available either as an on-site software or as a cloud service.
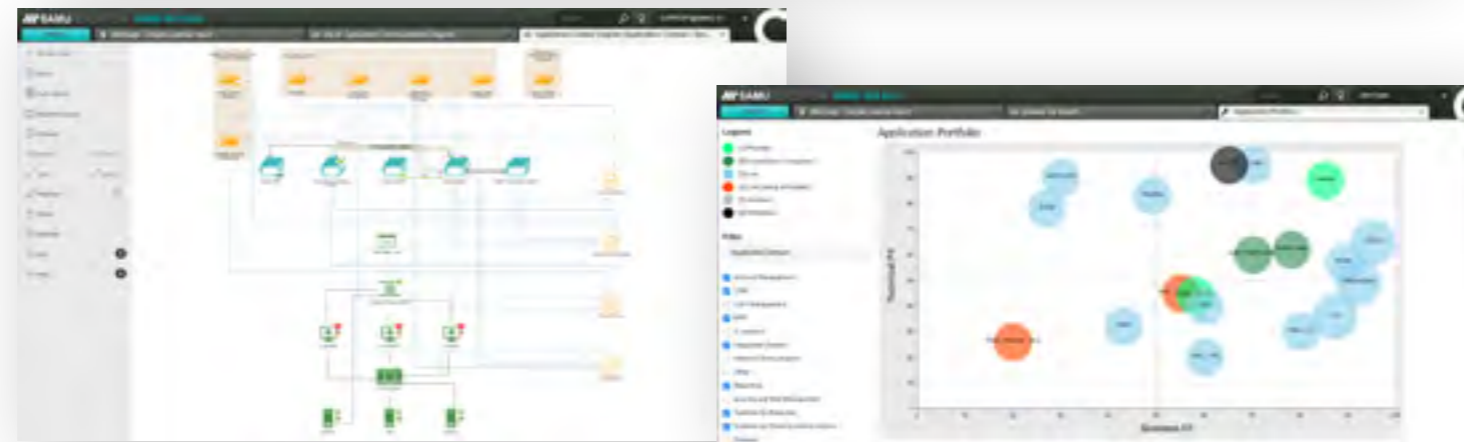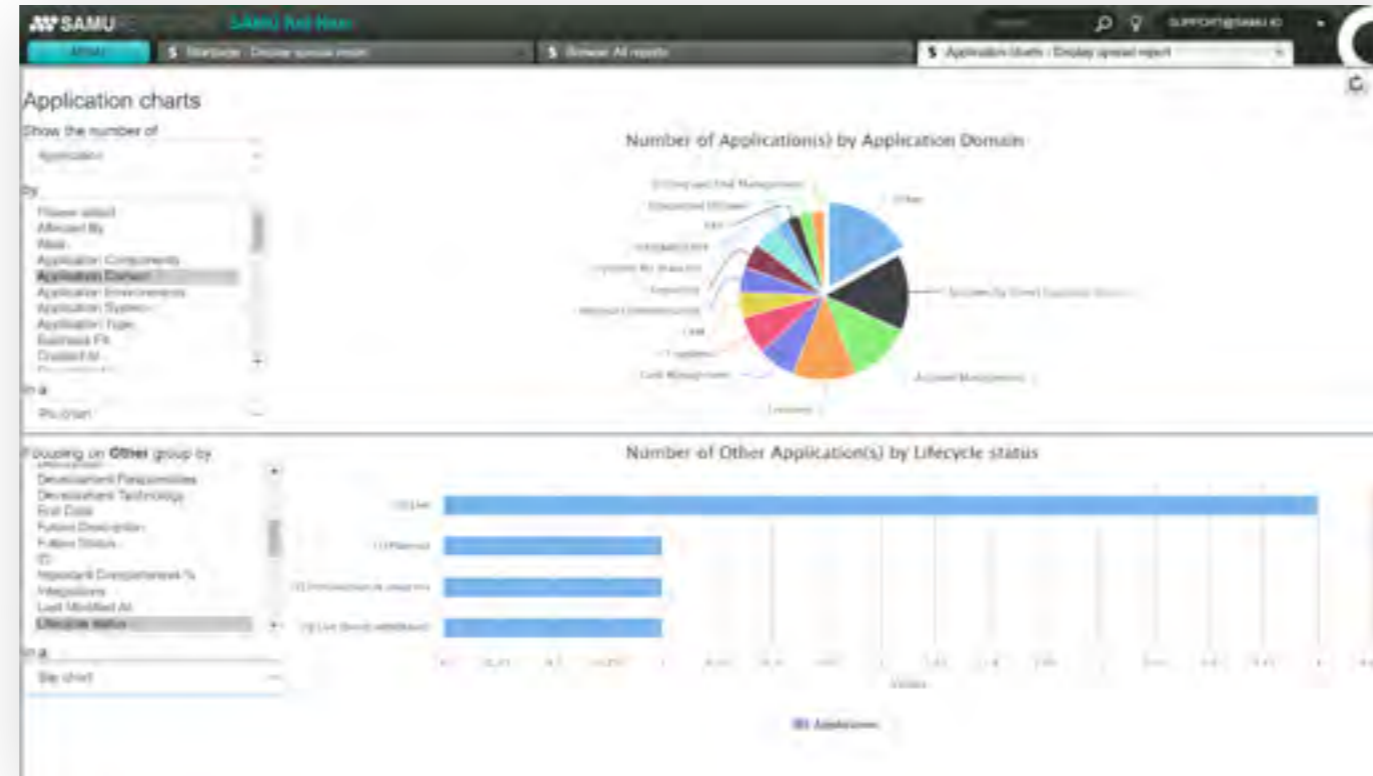
ADVANTAGES

Built-in Best Practice Model based on nearly 20 years of experience
Full Flexibility (Meta-model, reporting, user-rights)
Real-time, auto-generated visualizations with drill-down based on live data
Easy Adoption (generates values within weeks)
Live and extendable architecture repository
Intuitive UI "not only for IT people"
Automatic data synchronization with other tools
Sophisticated access control based on responsibilities
Full audit trail and time-machine function
IT and business goal alignment
Reduced costs
Improved efficiency
Transparency of change
Portfolio Management

REFERENCES

OTP Banking Group:
Main goals: Building a central repository of applications and infrastructure components with their relations and dependencies mainly to support change management processes. Hungary, CEE countries.

Vodafone:
Main goals: Managing complex changes to the enterprise architecture and to support GDPR compliance. Budapest, Hungary

PRIMARY TARGET MARKETS

United States / Canada / EU

BALASYS IT PLC.

Balasys IT PlC. has been a Hungarian IT security vendor for over 20 years. It made a name for itself in 2000 by building the world's first modular proxy firewall based on the Zero Trust principles.

Since then, it has complemented its Zero Trust Security portfolio with network security solutions. Balasys has commenced intensive business development activities in the EMEA region and is looking for collaboration with local system integrators, IT security companies and key public administration, financial and corporate clients interested in their solutions.

www.balasys.eu
info@balasys.eu
+36 1 646 4740
H-1117 Budapest, Alíz str 4.

PRODUCTS & SERVICES

Proxedo Network Security (PNS) is a highly flexible, multipurpose network security software that can granularly control traffic to protect enterprises from advanced internal and external threats.

The Proxedo API Lifecycle Platform provides API management, web application security and fraud prevention in addition to the deep protection of API infrastructures. The Balasys Professional Services team provides high-quality support for designing, deploying and customizing Balasys, One Identity and Quest solutions.

ADVANTAGES

Balasys applies the latest technologies in IT security, including TLS encryption and Deep Packet Inspection. Based on its proxy technology, it builds state-of-the-art security systems compliant with the Zero Trust Security Model. It also provides web application security, legacy server protection and Industrial Control Systems (ICS) security solutions. Its highly qualified security engineers and developers deliver customized solutions to enterprise customers across the globe. Balasys is committed to innovation, working continuously on new product concepts and regularly participating in various R&D projects across the EU.

REFERENCES

Balasys' products and solutions are used by many financial services, public administration, and telecommunications companies (including OTP BANK, Arvato Bertelsmann, etc).
Due to the outstanding quality of its products, solutions and support services, Balasys has enjoyed a retention rate of over 95%.

PRIMARY TARGET MARKETS

EMEA / UK / Germany / Poland / France / Turkey

BLACK CELL LTD.

Black Cell is a professional cybersecurity company with specialists with over 50 years of combined experience in each of its divisions: Security Operations Centre (SOC), Managed Security Services and Integration, Offensive Security Services and Compliance and Risk Assessment. Black Cell is a pioneer in a niche market, providing high-quality services to every client, regardless of the size of the business or the size of the individual deal. Black Cell acts fast; the company is dedicated to solving complex problems and works flexibly to meet the most rigorous expectations.

www.blackcell.io
info@blackcell.hu
+36 1 605 0302
H-1064 Budapest, Vörösmarty utca 67.

PRODUCTS & SERVICES

Black Cell SOC is a managed Cyber Security Operations Centre suitable for all kinds of organisations – e.g. SMBs, large enterprises, state actors and critical infrastructures – regardless of their size.

Offensive Security Services: ethical hacking, penetration testing, red teaming, open source intelligence-based information gathering, vulnerability assessment and social engineering.

Compliance and Risk Assessment: offers a wide variety of tailor-made consultancy services that helps organisations to comply with European Union and Member State cybersecurity and privacy legislation, international standards; to perform risk assessments; and to ensure appropriate procedures are in place to guarantee business continuity and disaster recovery.

Black Cell
Információs értékei védelmében

ADVANTAGES

All of Black Cell's divisions specialise in protecting industrial control systems (ICS, SCADA). As safety and security are essential requirements, ICS and SCADA manage critical infrastructures.

SCADA systems feature human-machine interfaces (HMIs) and programmable logic controllers (PLCs) that monitor industrial operations and support systems such as the IT network, web servers and databases that work together in a typical environment. Black Cell is also a certified and vetted security solution provider partner for Microsoft's clients using cloud-based environments.

REFERENCES

KPMG Global Services Hungary: Penetration testing with a total deal value of <€20,000

Microsoft Magyarország: Penetration testing with a total deal value of <€5,000

UPC Hungary: Managed security services with a total deal value of >€100,000

PRIMARY TARGET MARKETS

Germany / USA / Poland / Czech Republic / Slovakia / Baltic countries / Austria

COMNICA LTD.

Comnica is a privately-owned Hungarian company delivering internet-based communication services and contact centre solutions. It has been operating in telecommunications for 17 years and provides its services in 40+ countries, connecting 100+ local and international networks. Comnica Contact offers cloud-based virtual contact centre and client management solutions for those who wish to improve their businesses, customer relations and customer experience. Comnica connects its clients to their customers by phone, email, SMS and video call. Its products are leveraged by customer service centres, enterprises and SMBs.

www.comnica.com
sales@comnica.com
+36 1 255 0990 / +36 20 441 1349
H-1119 Budapest, Mohai út 38.

PRODUCTS & SERVICES

Comnica provides communication solutions from simple telecommunication services to comprehensive SmartSMS marketing, to complex multi-channel contact centre solutions. Comnica Contact Center is a virtual call and contact centre solution for companies, ranging from the smallest enterprises to the largest ones. A safe and straightforward cloud-based solution with easy access from anywhere in the world. Comnica CC allows you to connect to your customers via phone, email, SMS and video call, allowing you to blend your channels at any time or use them separately within your campaigns. The system's critical features are smart call management, easy to use transparent interface, real-time control, continuous quality assurance, sophisticated reports and simple visualisation. Comnica's SmartSMS platform offers the highest possible CTR rate for its client's surveys, loyalty programmes and promotions in numerous business areas.
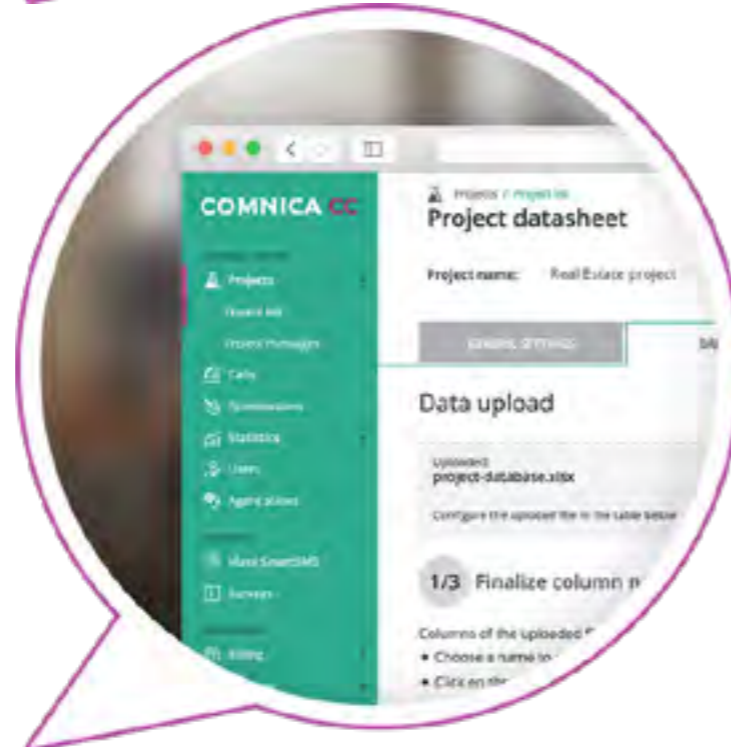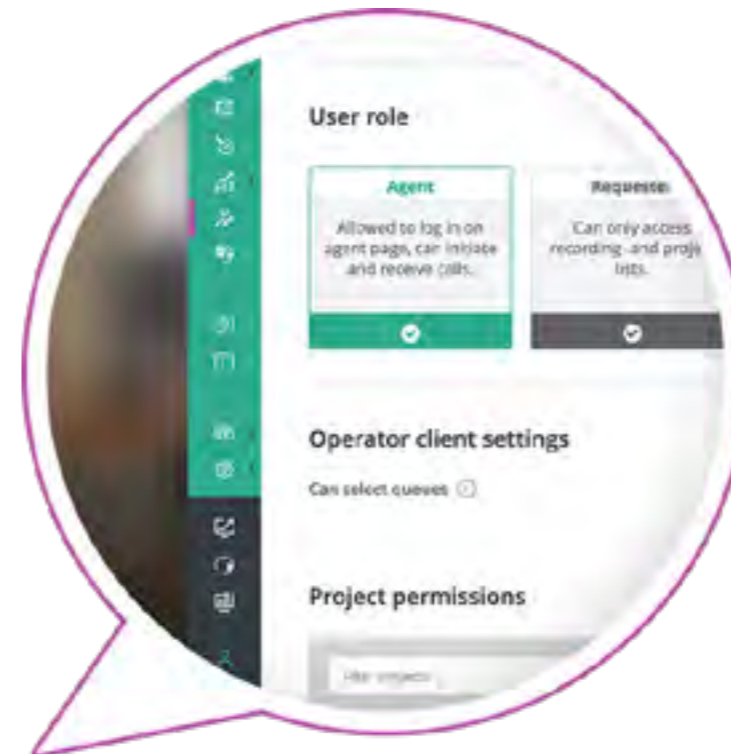
ADVANTAGES

Comnica's advantages are easy-to-use-and-setup cloud-based modular solutions, with high customisability and features that allow very competitive, increased efficiency and measurability of all activities within the system. It provides high level support to its clients, guiding them towards the perfect solution for their endeavours, assisting them along the way. Security is essential; Comnica is both ISO and PCI DSS-certified and providing its services fully redundant.

REFERENCES

Comprehensive contact centre services for Wizz Air. It provides A-Z communication solutions for Wizz Air. 200+ users, 5 outsourced call centres in 5 countries.

Comnica serves TATA with its multilayer redundant infrastructure; the time spent going through Comnica's system increased considerably over the last 3 years.

Almost 300 customer service representatives use Comnica CC to connect potential and existing customers over the phone at Aegon.

PRIMARY
TARGET MARKETS

Czech Republic / Slovakia / Poland / Bulgaria / Serbia

CONTROLSOFT AUTOMATIKA LTD.

CONTROLSOFT AUTOMATIKA Ltd. offers complex solutions to business partners who need to receive quick, precise and substantial information on their activities. Its software and accompanying electronic and mechanical background makes it possible to control the different technological processes in an integrated way and provide continuous supervision.

With its systems' help tailored to customers' unique needs, parallelisms can be avoided and operational security and the lifetime of the installed technologies can be increased. In turn, all of this can contribute to improving economic indicators and operational efficiency. For CONTROLSOFT AUTOMATIKA Ltd., IoT and Industry 4.0 is not a novelty but a decades-long experience.

www.controlsoft.hu
info@controlsoft.hu
+38 88 576 100
H-8200 Veszprém, Csillag utca 1.

PRODUCTS & SERVICES

Controlsoft Automatika Ltd.'s service portfolio includes general electrical construction works, industrial automation (PLC programming, SCADA, process instrumentation), the design, manufacturing and installation of mechatronic systems (packaging, labelling and automation systems), software development, smart city solutions, airport management and control systems and Industry 4.0 solutions.

ADVANTAGES

Being a family-owned company, Controlsoft Automatika Ltd. is very flexible regarding the decision-making process. With 25 years of export experience in 3 continents and 12 countries and with more than 2,500 completed projects, Controlsoft has been practising digitalisation, Industry 4.0 and IoT in the company for decades. The company has 60 highly qualified experts, including engineers, designers, software developers and technicians. Controlsoft Automatika is a distinguished partner of Siemens and Schneider Electric and has won numerous R&D and innovation prizes.

REFERENCES

Budapest International Airport – Reconstruction of the complete light control system (EUR 1 million)
- 9,000 controlled lights
- 264 current controllers
- Ground control radar integration
- 18 million passengers each year

Mercedes-Benz robotic arm programming (EUR 1.5 million)
- Programming process for mechanical assembling robots
- Kecskemét, Bremen, Stuttgart

Schneider Electric CEE carton box folder system (EUR 0.5 million)
- The preparation of 300 boxes per hour
- Selection of 4 different-sized boxes
- 40 optical sensors for tracking the actual position of the carton boxes

FGSZ cPLC (Natural Gas Transmission Company) (EUR 1.5 million)
- Universal display application system
- Supervision of the entire national gas supply network

PRIMARY TARGET MARKETS

Western Balkan region / Gulf region / Western Europe / Scandinavia

DORSUM PLC.

Since its foundation in 1996, Dorsum has become one of the leading innovative investment software & solutions providers in the Central-Eastern European region. Over the past 20 years, our staff has grown from a handful of people to an SME with almost 300 employees and over 80 clients in 10 countries.

Our clientele includes almost every large bank and wealth management firm in the region and a significant portion of securities trading and clearing is done through our systems in Hungary, Romania, and Bulgaria. The company is in 100% private ownership with 5 offices in Budapest, Miskolc, Eger, Bucharest, and Sofia.

www.dorsum.eu
marketing@dorsum.eu
+36 1 487 3030
H-1012 Budapest, Logodi str. 5-7.

PRODUCTS & SERVICES

Dorsum offers a complete suite of back-to-front-office wealth and investment management solutions for commercial banks, investment providers, asset management firms, insurance companies, pension funds and national treasuries. We have a close professional partnership with key domestic and international central securities and monetary clearinghouses.

We are proud to say that our software solutions serve millions of investors at more than 80 clients and approximately 80% of Hungarian state bonds are distributed through Dorsum's systems. Our company also works with most of the region's international banking groups in numerous countries, including the OTP Group, the Raiffeisen Group, the Erste Group, the Citi Bank Group, the KBC Group, the Intesa Sanpaolo Group, the BNP Group and Sarasin & Partners LLP in the UK.

ADVANTAGES

Dorsum's mission is to become the premiere, stable partner of financial institutions in the transformation of their digital investment services to increase their client base and generate higher returns. The exceptional professional renown of the company is confirmed by our satisfied customers and prestigious international innovation awards, such as the Wealthbriefing and the Banking Innovation award. In fact, Dorsum is the only company in the wealth management software solutions market to have won the "Best of Show" award for its solutions three times in a row at Finovate Europe, one of the largest and most distinguished trade conferences in the world.

REFERENCES

OTP Bank; Hungary:
Product: Securities Suite
15+ years of collaboration on the Bank's complete investment suite

Raiffeisen Group; International:
Product: Wealth Platform
Simultaneous deployment in 4 different countries to aid advisory network

Sarasin & Partners LLP:
Product: Wealth Portal
Front-end digitalisation project, client portal implementation

PRIMARY TARGET MARKETS
United Kingdom / Switzerland

DRONECAKES LTD.

Our company, DroneCakes Ltd. was founded in 2021 with the intention of building up a community of "droners". The web application, DroneCakes.com is a worldwide network of droners, who use drones for various creative, industrial or even agricultural activities.

With years of experience in the drone sector, we have come to the conclusion that although drone operators come from different nations, they face similar challenges everyday. Our mission is to create a constructive atmosphere through DroneCakes.com, where enthusiastic droners can inspire each other and grow together, and which can serve as the basis of their drone activities in the future.

**www.dronecakes.com
info@dronecakes.com
+36 20 276 8719
H-1037 Budapest, Pomázi út 11.**

PRODUCTS & SERVICES

DroneCakes is dedicated to supporting all those interested in droning. Legal issues may arise in connection with aerial operations. It is worth taking out insurance to cover the safety of your equipment. Users can buy or build a drone. They can be used to take photos, participate in surveys and even compete with one another. There are thousands of issues and thousands of possibilities and questions can arise about all of them.

The DroneCakes team of experts will answer these and always provide fresh content. Our aim is to work with our experts to transfer knowledge on these subjects.

ADVANTAGES

We bring together freelancer drone pilots who are looking for work with economic clients looking for drone services, or even civilians looking for a casual drone operator. Visitors can easily find droners close to their home, select the most suitable one according to their references and contact them directly - without any further mediation of DroneCakes. What's more, the app's experts can answer all drone-related questions, whether they're legal, airspace-related or even about insuring equipment.

REFERENCES

Duplitec Kft is the reference company, the Hungarian Enterprise partner of DJI. We cooperate on information and software related to drones. We also play a significant role in the geospatial education of **DroneHub Kft.** Furthermore we could play a significant role in the mediation of drone pilots for **Loricatus Kft.**

PRIMARY TARGET MARKETS

Western Balkans Countries / Romania / Spain

EN-C
SOFTWARE CPLC.

Founded in 2008, EN-CO Software is now one of the key operators of the Hungarian software development segment, backed by more than 140 experts.

In addition to maintaining the high quality of EN-CO's IT services (such as custom software development, portal development, web application development, CMS development, mobile application development, R&D solutions, hosting and IT consulting), it strives to satisfy customers' needs and build long-term relationships, both in terms of IT services and business solutions.

www.encosoftware.hu/en
sales@encosoft.hu
+36 70 905 2448
H-1118 Budapest, Schweidel utca 5.
office: H-1113 Budapest, Bocskai út 77-79.

PRODUCTS & SERVICES

The main profile of EN-CO Software is providing personalized IT Solutions, custom software development as well as UX/UI design, IT outsourcing, Consulting, IT support, industrial solutions or corporate IT solutions. EN-CO handles each project with the same care at every step from planning to delivery and tailors the workflows to the project, which can be based on time-based accounting, both agile and/or waterfall methodologies while operating in a high-quality ISO27001-compliant environment.

Workflow

01 Survey
Interviews and data collection
Research

02 Planning
Building a strategy
Requirement specification

03 System planning
UX & UI design
Architectire planning

04 Development
Development
Testing

05 Delivery
Handing over the source cove and the documentation
Invoicing

06 Operation
Hosting and support

EN_CO
SOFTWARE

ADVANTAGES
Why EN-CO Software?

- Excellent skills and experience in developing custom IT systems and mobile applications
- The highly trained professionals use the latest technologies during the custom software development process
- Major academic and university background
- Significant references from the Hungarian public and private sector, international references, startup partners
- Innovative R&D activities (image processing, image recognition, speech recognition, IoT, industry 4.0)
- GOLD status of Microsoft competencies

REFERENCES

Nestlé S.A., Switzerland, we have been providing software development experts since 2019

National Office for the Judiciary, Hungary, developing multiple web applications since 2014

Budapest Honvéd Sports Club (Hungary's largest youth training association), developing a web application since 2020

PRIMARY TARGET MARKETS
Hungary / North America / Europe

GEOMANT

Geomant is a well-established, innovative Systems Integrator and Software Developer, specializing in delivering amazing customer interactions by providing products or tailored solutions based on our unique portfolio of cloud and software technology.

www.geomant.com
products@geomant.com
+3618863300 / +1 800 637 1077 / +44 1789 387 900 /
+61 409 99 78 39
H-1123 Budapest, Alkotás út 50.

PRODUCTS & SERVICES

Buzzeasy is Geomant's flagship SaaS solution which provides an all-in-one omnichannel customer experience solution or transforming Microsoft Teams Unified Communication Platform into a multichannel contact center, enabling voice and digital customer interaction. Utilizing the Teams infrastructure, Buzzeasy adds multiple inbound and outbound interaction channels to extend collaboration beyond the enterprise.

The Buzzeasy Contact Center solution is a 'born in the cloud' solution delivered from Microsoft Azure that can work independently or expand Microsoft Teams. It delivers a full range of CCaaS capabilities from a secure, resilient multi-tenanted cloud environment, enabling rapid deployment, reduced technical complexity and simplified administration. Buzzeasy provides full omnichannel

customer engagement from a single application, with the flexibility to adapt to seasonal workloads. Exciting new customer service innovations are added on a regular basis with regular upgrades without any service disruption. Buzzeasy delivers immediate access to the latest innovative features as they become available. The Buzzeasy Platform is designed to help you manage changes in your business in a secure, reliable, and scalable way. It has an API-first cloud-native architecture that delivers the benefits of the cloud, whilst supporting custom integrations.

ADVANTAGES

- Provide Smart Voice & Digital Routing Functionality
- Connect and Interface with Business Critical Applications
- Monitor Performance through Realtime and Historical Reporting
- Proactive Outreach using Customer's Desired Channel of Communication
- Visualize the Customer's Journey with a 360 Degree View
- Keep in Touch with Customers through Outbound Campaigns
- Provide Self Service through AI and Bots

REFERENCES

Primary References are existent in Education, Government, Healthcare and BPOs in Eastern Europe, United Kingdom, Canada and Australia

PRIMARY TARGET MARKETS

United Kingdom / United States / Canada / Australia / New Zealand

HUNGARIAN BANKNOTE PRINTING COMPANY

As a symbol of tradition and reliability, the Hungarian Banknote Printing Company (HBPC) has always been a significant part of the high security printing history. HBPC, member of European Banknote Conference, founded in 1925 and owned by the Central Bank of Hungary, has not only been the exclusive manufacturer of Hungarian banknotes and passports from the beginning, but also a reliable partner in the implementation of the full range of security printing services either on paper, hybrid or plastic substrate.

Security is the mission of HBPC, who uses its technology and services to protect sensitive data and infrastructure and to enhance the experience of secure payment.

www.hbpc.hu
export@hbpc.hu
+36 1 332-6900
H-1055 Budapest, Markó str. 13-17.

PRODUCTS & SERVICES

Products:
Banknote, Passport; Travel documents; ID, Loyalty, Transport, Driving licence cards; Certificates; Stamps; Tax stamps; Vouchers.

Services:
High security design; Security printing, Data enrolment & data management; PKI; Personalization; Security transport and mailing; Track & Trace; System integration.

Pénzjegynyomda
Hungarian Banknote Printing Company

ADVANTAGES

HBPC is also the owner of the DIPA Paper Mill, the single security paper manufacturer in Hungary, which contributes to the absolute close circuit service proposed to Customers from the raw material and individual watermarks – planned and manufactured for the dedicated project at the paper mill, including the design, production, comprehensive logistic services and track&trace of the end product.

HBPC's international collaborations are not only based on production and services, but also enhanced with technological consultancy and knowledge transfer.

REFERENCES

Hungarian passport family

Hungarian banknote development & design & printing

Slovakian Schengen Visa

International references cannot be explored – these are passport printing jobs typically in **Central-African, Central-Asian** and **Latin-American countries** and in the **Western Balkans**.

PRIMARY TARGET MARKETS

Democratic Republic of Congo / Uzbekistan / Mongolia / Kosovo / Republic of Cabo Verde / Republic of the Sudan

IFACE TECHNOLOGIES LTD.

The iFace Digital Mirror™ is an active mirror that extends the traditional mirror function into a graphic display device with its built-in display.

iFace is a pioneer in having a built-in, cloud-based media player that can remotely manage and update content via the Internet at any time on a device installed anywhere in the world. With its debut in 2012, the first prototype emerged as an early pioneer in cloud-based, remote, IP addressable digital solutions. Over recent years, a more mature design has been created, while also developing manufacturer, installer, content provider (creative design, content creation, programming and licensing), operational and maintenance knowledge in the background.

www.iFaceMirror.com
info@iFaceMirror.com
+36 1 555 6900
1031 Budapest, Nánási út 1/b A. ép. fszt. 4.

PRODUCTS & SERVICES

iFace is an active or on-demand interactive mirror that, with the use of safety glasses, incorporates thinning, industrial LED technology, high brightness, long-lasting and low-power consumption displays, integrated speakers, fire proof cabling, as well as tested & certified solutions that meet the challenges of the modern age.

These expand the functionality of a traditional mirror by turning it into a bespoke graphic display and an audiovisual experience. The current stage solution is produced in standard (24"–75") and custom sizes, CEcertified, fitted with safety-glass and delivered to nearly 30 countries on five continents.
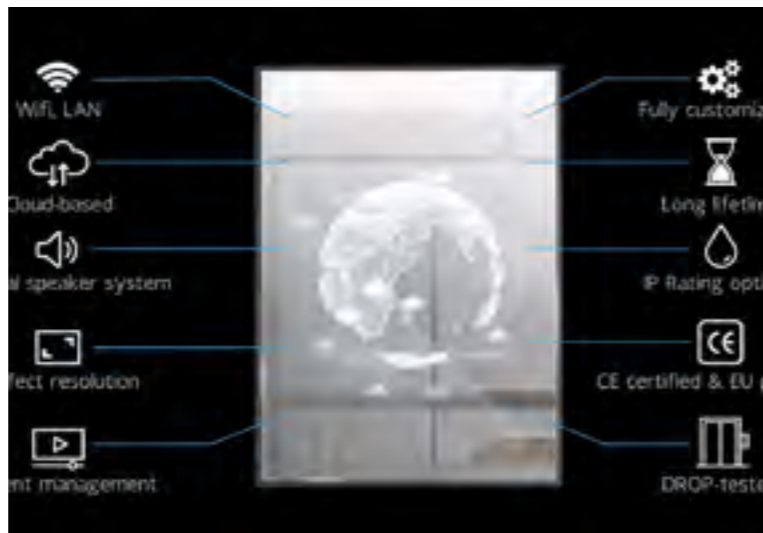
ADVANTAGES

Production facilities in multiple locations guarantee manageable delivery and installation lead times; the integrated media player with proven CMS & reliable IT support offers rapid content scheduling & service response; and our in-house team of graphic designers creating optimized content provide a full ecosystem.

Elevators, restrooms, boring walls around the world are coming alive to communicate as the MIRROR ultimately draws our attention coupled with a surprising, creative message that provides a lasting experience. iFace, designed and built to elevate the experience.

REFERENCES

Tourist clientele: Kempinski, Ritz-Carlton, Marriott, FS Gresham, Paris Courtyard Hyatt Unbound Collection, Grand Hotel, Sheraton, Novotel, Montana, Thistle, Nobu, Graff-Zeppelin Haus and others.

Commercial and service clientele: Etele Plaza, Allee Shopping Centre, Swarovski, Selfridges, Annushka, Fraser Hart, Jack and Jones, Lipsy, Telenor, Zsidró, Lululemon and others.

Technology clientele: KONE, OTIS, Schindler

PRIMARY TARGET MARKETS

DACH / UK / UAE

INNOVITECH LTD.

Since its foundation in 2011, InnovITech has gained significant experience and worked with numerous companies in the financial, telecommunications, industrial, research and development areas both in the national administrative and multinational segments. The main vision and mission of the firm have always been about focusing on and incorporating high-level academic skills into quality solution delivery.

All three founders of the company possess PhD degrees in computer science, released scientific publications, and have a strong working connection with several universities in Hungary. The company has grown dynamically since its foundation and now consists of over 100 professionals, with a revenue around one billion HUF/2.5M EUR per year.

www.innovitech.hu
info@innovitech.hu
+36-1-580-2267
H-1037 Budapest, Montevideo utca 7./II.

PRODUCTS & SERVICES

Core development activities are based on 4 main areas: Healthcare, Financial Technologies, Manufacturing + Logistics and Public Administration.
The Healthcare specific projects focus on using machine learning and Bioinfomatics to enable the 3D visualization of genome structures (GenomeAtlas), track correlations between mental illnesses and microbiome patterns (Metagenom) and assist in treatment and therapy tracking for cancer patients (CTA – Cancer Treatment Assistant). Other developments resulting from scientific research projects include a precision agricultural platform for grapevine pruning (GRAPLER), a machine learning based

source code analytic tool (Javafitter) and a platform for valuable information organizing and trading (IBB – InfoBank & Broker)

Types of cooperation include:

- Project based or outsourcing type of collaboration
- Market introduction of released product packages
- R&D cooperation with institutions and companies

ADVANTAGES

Over the last 10 years, InnovITech has succeeded in combining the academic aspects, resource and development capabilities and developmental experiences gained in the private sector with the full spectrum of economy.

Technological special abilities:
- Machine learning procedures: used in R&D and financial projects
- DWH, BI, Big Data: automated data analysis for large amounts of data
- Mobile applications: Android, iOS, cross-platform solutions
- Extreme high-load system implementation, with large number of transactions, users and critical response times
- Software design and modelling: UML-based traceability of full project lifecycle

REFERENCES

NAV Online account management and Backoffice modules development (Hungary, HUF 1,15 Bn)

Allianz Hungária - Data Warehouse introduction/ installation (Hungary, HUF 770M)

Indonesian e-toll system development and launch (Indonesia, HUF 177M)

PRIMARY TARGET MARKETS

United Kingdom / United States / China / Germany / United Arab Emirates

NETVISOR

Netvisor is a system integrator specializing in the design, development, implementation and support of IT and communications infrastructures, value-added IT and IoT service systems, and systems for their management, focused on innovation, research and development. Netvisor has extensive references in eight industries: banking, government, manufacturing and industry, telecommunications, energy, utilities, healthcare, transportation and logistics.

Its clients include large companies and state institutions operating IT systems that provide business-critical services.

www.netvisor.hu/en/
netvisor@netvisor.hu
+36 1 371 2700
H-1119 Budapest, Petzvál József u. 56.

PRODUCTS & SERVICES

Netvisor delivers efficient, cost-effective and future-proof IT systems that are optimally tailored to users' needs. Their systems for customers combine the hardware and software tools of the world's leading manufacturers and Netvisor's self-developed products to provide the optimal solution to achieve their business goals.

However, Netvisor also acts as an independent software developer for projects that do not have an economical off-the-shelf solution. Upon request, the created IT solutions are provided as a service.

Netvisor
IT and Communications Ltd.
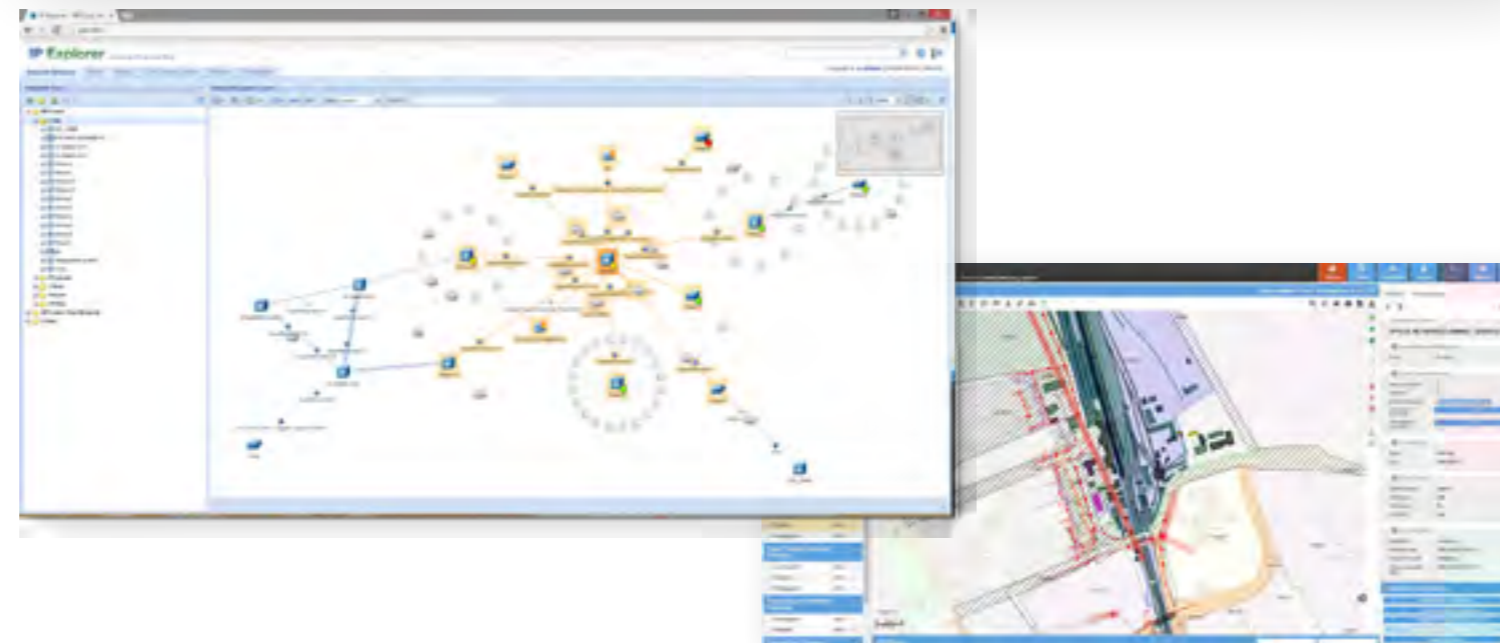
ADVANTAGES

Netvisor supports the entire lifecycle of ICT infrastructure development. Netvisor provides IT, telecommunications strategic consulting and system audits to its customers.

Its activities also cover the strategic, implementation planning and implementation of complex IT systems, service provider, industrial and enterprise networks and solutions supporting the efficient operation of these systems. Netvisor considers offering solutions that help improve the reliability of its clients' ICT infrastructure, the operational efficiency of their IT systems and the quality of their IT services its most important task.

REFERENCES

MÁV Zrt., GSM-R 2 project: Implementation of Operation Support System / Optical network planning / Transmission planning and implementation
KIFÜ, Superfast Internet Project: Delivery of Network development support and construction monitoring system (HTMR)

PRIMARY
TARGET MARKETS

EU / UK / Western Balkan region

PIGBROTHER LTD.

This firm is set apart by its efficiency-enhancing software for pig farms, where the pigs are monitored by cameras and sensors.

The business idea of PigBrother first came up in 2016. The team created an IoT instrument and a software solution by combining its IT experience and expertise to provide farmers with modern and effective support when it comes to accurate and up-to-date information. The PigBrother range is the result of an experienced R&D team that has developed an innovative pig monitoring system for the pig fattening industry. The software analyzes the information by machine learning technology and provides a decision support system to users.

www.pigbrother.hu/en
info@pigbrother.hu
+36 70 905 2448
H-3043 Egyházasdengeleg, Rákóczi út 40.
office: H-1113 Budapest, Bocskai út 77-79.

PRODUCTS & SERVICES

PigBrother uses Machine Vision and Artificial Intelligence gathers data, processes it and solves the information needs of pig farmers, slaughterhouses, livestock transporters. It provides solutions based on our technology to the entire pig supply chain and beyond.

Solutions
PigBrother - daily weight gain monitoring 96%+
PigCounter - flawless animal counting 99.9%+
PigData - environmental sensors to keep pigs comfy
PigSelector Lite - group weight and counting 99%+
PigSelector - individual weight estimation in real time 97%+

ADVANTAGES

Why PigBrother?
- Replaces human resources to a great extent
- Provides quick and accurate results by continuous measurements
- Ensures a stress-free environment for animals by eliminating the stress of the measurement process
- The data collected can support well-informed decisions
- Stressless pig weighing (without growth loss)
- 97% accuracy & optimal delivery strategy (no reductions for lower weights);
- Automated weighing without additionallabour
- Improved feeding strategy

REFERENCES

Tyson Foods Inc., USA – the PigCounter solution is running 24/7 at 99.9% accuracy on the production site of Tyson Foods Inc.
Bonafarm Group, Hungary
HardFarm Kft., Hungary

PRIMARY TARGET MARKETS

North America / Europe / South East Asia / Eastern Asia

PROOFMINDER

Proofminder leaf-level farming platform. With the help of AI and visual data from drones, our platform enables growers to receive insights on the level of leaf and innovate production processes with a click of a button. A great number of use cases from the plant stand count at scale to post-harvest analysis could now be built in days and scaled to thousands of hectares in the same season. We collaborate with drone pilots, research organizations and other agro-industry players to provide a seamless experience and make the agro-industry more innovative and efficient regardless of an ever-changing environment.

Established in 2021 and awarded "Most Innovative Agro Innovation of 2021" by Hungarian Chamber of Agriculture, "Agri Innovation of 2021, Globally" #2 by AgriInvestor.com

www.proofminder.com
hello@proofminder.com
+36202166295
H-1117 Budapest, Nadorliget u.8/B

PRODUCTS & SERVICES

Our platform provides time-sensitive insights not on zone or field but on a micro level to unlock the power of precision agriculture. We made it possible to estimate, predict and improve all that is visible on the field across the season. Weed detection at scale, crop monitoring, plant disease detection, water logging analysis, missed tassels detection in hybrid seed production, insect damage analysis, plantation monitoring, flowering detection, precise plant stand count, canopy analysis, weather and wildlife damage analysis and more – the number of use cases are almost unlimited. Proofminder provides end-to-end services to enable growers to identify and solve any problem on the field. The reports generated on the Platform can be used in the form of an interactive map with GPS-marked problem areas, exported as a shape file or shared with stakeholders.

Proofminder

ADVANTAGES

Leaf-level insights: Proofminder provides micro-level actionable insights to make it possible to identify and deal with specific Agri production challenges across the season on the level of a plant or leaf. Growers can control the situation across the season and improve production without any additional workforce.

Quick innovation cycle in a complete ecosystem: This covers all the functionalities and the possibility to collaborate with other Agro-industry players. New use cases can be built in a few days, scaled and paid off in the same season.

Proven value: Our use cases show increased ROI and food quality, resource savings – water, inputs, labour costs, and more ecological production.

REFERENCES

MAS Seeds – France
Marton Genetics - Hungary
Dalmand - Hungary

PRIMARY TARGET MARKETS

CEE / EU / Brazil / South Africa

QUADRON CYBERSECURITY LTD.

Quadron Cybersecurity Ltd. was founded in 2014 by Hungarian private individuals to provide highly qualified cybersecurity professionals for the international market. Quadron Ltd.'s mission is to keep up-to-date with the advancement of infocommunication technology to optimise its clients' cybersecurity readiness, awareness and responsiveness to maintain their profitability and enhance this through its innovative services. Quadron Cybersecurity Ltd. seeks to offer the broadest range of products on the developing cybersecurity market in Hungary.

www.quadron.hu
info@quadron.hu
+36 1 796 2122
H-1051 Budapest, Sas utca 10-12.

PRODUCTS & SERVICES

Quadron starts with any client by assessing the company's security strategy during a personal consultation. After this is complete, it offers state-of-the-art protection systems tailored to the company's specific needs. Information security supply is a core service from Quadron Ltd., which ranges from essential IT security product delivery to complex security system delivery. Although it is the primary business source, Quadron does not stop at the cybersecurity industry's edge. The company is also involved in self-driving car development, intelligent traffic management and R&D projects.

ADVANTAGES

The advantages of partnering with Quadron include continuous and simultaneous monitoring (5x8 or 7x24) of all IT security systems. It is effortless to outsource IT security, but very difficult and expensive to do in-house. Its service includes preventative alerts and immediate reports when an incident occurs. In addition to analysing events within the network, the anomalies revealed are compared to worldwide activities (real-time global intelligence - Global Intelligence Network). By outsourcing cybersecurity to Quadron, you avoid paying five full-time analysts.

REFERENCES

Quadron has worked with several companies that would certainly verify the company's high quality service, employees and incredible experts. Quadron has partnered with clients in critical national infrastructures (e.g. Hungarian air traffic control, National Water and Disaster Management Authority, Hungarian railways), ministries (e.g. Ministry of Finance in Kuwait), government finance (e.g. National Treasury and the Export-Import Bank), banks (e.g. Erste Bank, Budapest Bank, Raiffeisen Bank in Hungary), insurance (e.g. Signal in Hungary), telecommunication (e.g. Magyar Telekom, Telenor, Vodafone in Hungary, Qualitynet in Kuwait & TRA in Bahrain) and pharmaceuticals (e.g. Richter, Bayer in Hungary & Natmed in Kuwait).

PRIMARY TARGET MARKETS

Europe / Middle East / USA / Serbia / Africa

TALK-A-BOT LTD.

Talk-A-Bot is an enterprise chatbot provider. It aims to automate and monetise business to human communication. Companies already spend too much time and money on repetitive communication tasks.

By automating communication, Talk-A-Bot turns digital business conversations into secure, app-like services for both customers and employees. By creating meaningful conversations, it changes a company's internal and external communication into a fast, effective and only better experience.

www.talkabot.net
akos.deliaga@talkabot.net / info@talkabot.net
+36 70 294 0074
H-1114 Budapest, Bartók Béla út 29.

PRODUCTS & SERVICES

Talk-A-Bot applies sophisticated open-source technologies – AI, NLP and machine-learning – to create intuitive business tools. Its clients' data is not shared with open-cloud services.

Its unique, multilingual bots natively support 100+ languages and are built from over 30 integrable function modules from its very own framework. Talk-A-Bot's content communication expertise helps its clients achieve at least an 85-95% response accuracy rate with their chatbots.
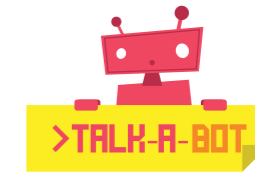
ADVANTAGES

All bots Talk-A-Bot has ever made are different because they are tailored to each client's cultural, geographical and business needs. Talk-A-Bot provides marketing and content management services and a customised bot personality – character, communication style, avatar. Choose from its ready-made use cases for lead generation, digital coupons, loyalty campaigns, micro-education, marketing automation, internal business communication or customer service.

REFERENCES

Erste Bank: Messenger, Viber and a portal chatbot that automates 97% of the contact centre's recurring questions.

Bosch: Internal communication solution that informs 16,000 workers who do not otherwise have other forms of digital channels.

Praktiker: shopping assistant chatbot that responds to 99% of typical user questions.

PRIMARY TARGET MARKETS

Poland / Austria / Germany / The Netherlands / Singapore

UNITED
CALL CENTERS LTD.

United Call Centers provides quality services to its clients in customer service, customer relationship management, sales and related business activities. The company provides human and material resources of the highest standard.

United Call Centers adapts to its partners' ever-changing needs. Its goal is to grow its partners' efficiency and fully satisfy them with the services the company provides in the name of its partner companies. United Call Centers has over 200 virtual work-from-home agents and over 250 agents in its offices in Hungary.

www.unitedcallcenters.hu
info@unitedcallcenters.hu
+36 46 757 775
H-3525 Miskolc, Kis-Hunyad utca 9., 2. emelet

PRODUCTS & SERVICES

United Call Centers provides outstanding results in contact centre services, such as customer services, help desk & technical support. It offers native-speaking, work-from-home agents to support all languages and operates in a high-quality ISO27001-compliant environment.

Its flexible and scalable solutions are tailored to its partners' needs to increase their profitability and strengthen their brand recognition. United Call Centers utilises the latest technologies, such as robotic process automation and chatbot technology, to maximise the customer experience.

ADVANTAGES

United Call Centers' partners can significantly increase customer satisfaction, brand recognition and profitability with its services. The unique business model created through a digital technology and human solutions synergy allows the company to develop flexible solutions, accommodating seasonal peaks and volume trends in inbound and outbound call centre services.

Home-working agents are able to support any language at native level, with perfect local cultural knowledge and no language barriers. This ensures a high level of customer experience.

REFERENCES

United Call Centers supports Top 500 companies in customer service for next-generation FMCG products, technical service device support and healthcare customer service support in EMEA & APAC.

PRIMARY
TARGET MARKETS

Germany / France / UK / Spain / The Netherlands

PROWORX DIGITAL LTD.

Proworx Digital, as part of Createam Advertising Agency, was founded at the end of 2018 to establish a new vision for sales and marketing automation primarily focusing on lead generation, marketing automation and a business boost. All of its marketing platforms are closely related to the sales cycle and customer journey. Proworx Digital offers ready-made and licensable SaaS marketing application toolkits with seamless software customisation, setup and implementation. The yearly contracted monthly fees are all-inclusive (license + hosting + support included). Its team is also ready to provide project-related marketing automation consultancy work: market and gap analysis, competitor check, sales support marketing strategy and the e-commerce/digitalisation action plan are the best sellers in Proworx Digital's repertoire.

**www.proworx.hu / www.starpage.hu / www.shoprime.hu
hello@proworx.hu
+36 30 436 2640
H-1026 Budapest, Harangvirág utca 5.**

PRODUCTS & SERVICES

Starpage: The platform is ideal for multinational corporations managing different brand groups regionally/internationally. Non-coder and low-marketing-educated 'office users' can create a marketing microsite in 4 different subcategories: promo, quiz, survey, image. The campaigns are self-managed and fully automated. Customer interaction and reporting are included.
Shoprime: The first global booking, management & signage platform for POS marketing messages. POS/ePOS marketing tools and surfaces can be booked, remotely managed and sent to print houses or the built-in signage platform via this SaaS platform. Aside from

transparent digital management and workgroup support (messaging functionality), it is also increasing retail & service revenue through the third-party monetisation of POS surfaces. The registered external partners can book their campaigns using the unsold stores' inventory. As a collateral benefit, the 360-degree POS campaigns are also upgrading the shopping experience during the customer journey.
Proworx Digital provides a full-scale digital campaign management wizard to help your sales, marketing & PR department and outsourced marketing agencies plan entire multi-channel campaigns involving print DM, e-DM, personalised web layer and mobile app push notifications as separate campaign items reorganised in one holistic communication approach.

ADVANTAGES

Proworx Digital's motto is 'we were all born to be efficient'. All of its solutions are measurable, scalable and sustainable digital SaaS. All primary sector KPIs can be incorporated to meet ROI criteria, and due to the cloud-based architecture, all platforms can follow your daily business needs. Every tool's fee structure reflects platform performance & customer savings, providing a positive ROI within 12 months.

REFERENCES

Starpage was successfully used by several customers last year: Procter & Gamble, MKB Bank, Aldi, Euro Family, Ferrero and MÁV. Shoprime is used by MOL in Hungary and making its way into the retail market. Quarterback is a fully functioning tool for local financial institutions. Quarterback is used by MKB Bank and Budapest Institute of Banking.

Overall project value: EUR 250,000

PRIMARY TARGET MARKETS

Germany / France / Austria / Poland / Czech Republic

CELLUM GLOBAL CORP.

Cellum Global is a leading secure mobile payment and commerce company based in Hungary. Its innovations make transactions via smartphones more comfortable, more secure, and the bank-grade security solutions cover all areas of m-commerce, including mobile purchases and payment as well as NFC (contactless) technologies. Established in 2000, the company began its international expansion in 2011, opening representative offices in several European markets and Asia, including Jakarta, Indonesia. Metranet, a subsidiary of Indonesia's number 1 ICT corporate group Telkom Indonesia, entered into a strategic collaboration with Cellum and acquired minority ownership in it.

www.cellum.com
krisztian.racz@cellum.com
+36 20 320 6648
6725 Szeged, Pálfy utca 46.

PRODUCTS & SERVICES

Cellum provides comprehensive mobile payment solutions to a broad range of customer groups, including banks, mobile network operators, merchants and governments. Its flagship product, Cellum Mobile Next, is an end-to-end remote payment system capable of conducting transactions from any type of payment instrument on any kind of handset, covering a large and growing universe of use cases.
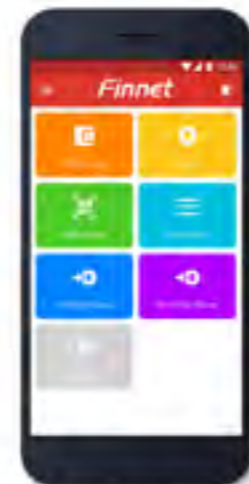
Cellum's solutions are available for white-label use worldwide and offer speedy implementation and seamless integration with existing applications.
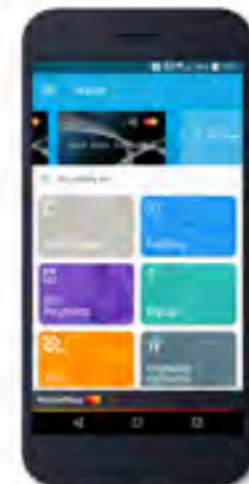
Erste MobilePay · Telenor Wallet · Finnet · CTC

ADVANTAGES

The key advantages of Cellum's solutions are patented and patent-pending/unique technology – state-of-the-art secure card data storage and tokenisation. The open access enables transactions on any mobile device, primary operating system, running on any mobile network, using any type of funding source held with any financial service provider (commonly referred to as 'third party agnostic').

The security of the company's solutions has a 0% fraud rate and no data heist. Simple, easy-to-understand user experience for everyone. The system works together with other ecosystems and is PCI-DSS-certified, PSD2-compliant; on the other hand, it is BI and GDPR compliant.

REFERENCES

The systems used during operation manage over two million secure transactions per month and work with partners such as MasterCard, Magyar Telekom, Telenor, Erste Bank, OTP Bank, Telkom Indonesia, Finnet and MAP - GPay in Indonesia, Itochu Technology Corp. in Japan.

PRIMARY TARGET MARKETS

Indonesia and other countries in the APAC region / Japan / EU

MAKE(S)ENSE LTD.

Make(s)ense Ltd. has been developing reliable, high-quality geomagnetic parking occupancy sensors for on-street parking since 2016. Its operation and development are located in Budapest, Hungary. The product portfolio consists of both flush mount and on-ground sensor nodes.

Real-time parking information enables smart cities to launch several useful services, resulting in less traffic, less air pollution, better tracking and understanding of parking habits and car park utilisation by inhabitants.

www.makesense-tech.com
sales@makesense-tech.com
+36 30 883 2332
H-1063 Szinyei Merse utca 10.

PRODUCTS & SERVICES

Make(s)ense sensors are designed for zero maintenance and a long (>5 years) operating life. Devices communicate on NB-IoT networks, hence no need for additional installed hardware elements This streamlined architecture results in minimised maintenance needs and cost-effectiveness.

Real-time parking information collected and stored in the Make(s)ense cloud application, provided to applications via the interface. Last-mile navigation and optimised intermodal route planning are feasible based on real-time data.

ADVANTAGES

Make(s)ense sensor nodes provide high detection accuracy (>96%) combined with excellent electronic disturbance and noise filtering.

That is why Make(s)ense sensors can be in service near places where high voltage applications were significantly influencing the geomagnetic field (e.g. tram tracks, transformers, high voltage ground cables). Using Make(s)ense Cloud, the company offers its partners the opportunity to provide their localised applications and platforms to end users and municipalities.

REFERENCES

Kaposvár city centre – 300 sensors installed in cooperation with T-Systems.

Truck load time detection in Siroke (Slovakia).

Office building car park monitoring – 80 sensors (Budapest).

PRIMARY TARGET MARKETS

EU / CIS countries

WM SYSTEMS LLC.

As a leading European IoT & IIoT developer company, cellular IoT is in WM Systems' DNA. The company provides future-proof industrial IoT devices and managed data services.

The company is a renowned IoT, IIoT/M2M developer based in Hungary, with offices in Romania and Slovakia, employing 20 specialised engineers.

WM Systems controls the entire product development process, from R&D, design, hardware, firmware and software development to manufacturing and quality assurance and guarantee.

www.wmsystems.hu
intersales@wmsystems.hu
+36 1 310 7075
H-1222 Budapest, Villa utca 8.

PRODUCTS & SERVICES

The high-quality routers, modems, gateways and DCUs are designed and manufactured in Europe. The company also possesses device management solutions.

The solutions and services for utility companies, system integrators, energy providers and industrial partners include smart metering solutions (100% compatible smart meter modems for Landis+Gyr, Itron, Elster/Honeywell and EMH made meters), smart grid solutions (two-way cellular communication devices for a smarter grid) and industrial automation solutions (industrial routers, modems, DCUs and switches).

ADVANTAGES

20 years' experience in a fast-changing industry gives WM Systems a unique advantage and a deep understanding of the technologies that serve as the building blocks of any IoT solution: industrial interfaces, protocols and mobile network technologies.

As it controls all aspects of product development, the company is one of the few companies on the market able to provide such high quality products. Its designed products are enabling customisation by the industrial customers' requirements.

REFERENCES

Poland: Industrial LTE router development. WM Systems has been the supplier since 2018, 30+ k units sold

The Netherlands: CDMA450 router and 4G router for public street lighting switch. The company has been the supplier since 2016, 30+ k units sold.

Switzerland: 4G, LTE Cat M/NB electricity metering modem for Elster meters. The company has been the supplier since 2014, 20+ k units sold.

PRIMARY TARGET MARKETS

Austria / Germany / Spain

BAY ZOLTÁN NONPROFIT LTD.

Bay Zoltán Nonprofit Ltd. for Applied Research provides services in innovation and technology transfer. It offers its customers complex scientific and technological solutions in several areas of expertise, devised to enhance their competitiveness. The company also acts as an innovation intermediary through its applied R&D and technology transfer activities.

Bay Zoltán Nonprofit Ltd. is able to meet the industry's research and development needs from the conception of an idea to its realisation. It actively builds international consortia, networks and EU tenders in R&D and innovation. The company also offers business development services as a technology incubator.

www.bayzoltan.hu/en
bayzoltan@bayzoltan.hu
+36 1 463 0500
H-1116 Budapest, Kondorfa utca 1.

PRODUCTS & SERVICES

The company provides services in the field of material and technology development, operational safety, biotechnology, VR/AR, electronics and IT (hardware and software development), material characterisation, logistics and innovation services.
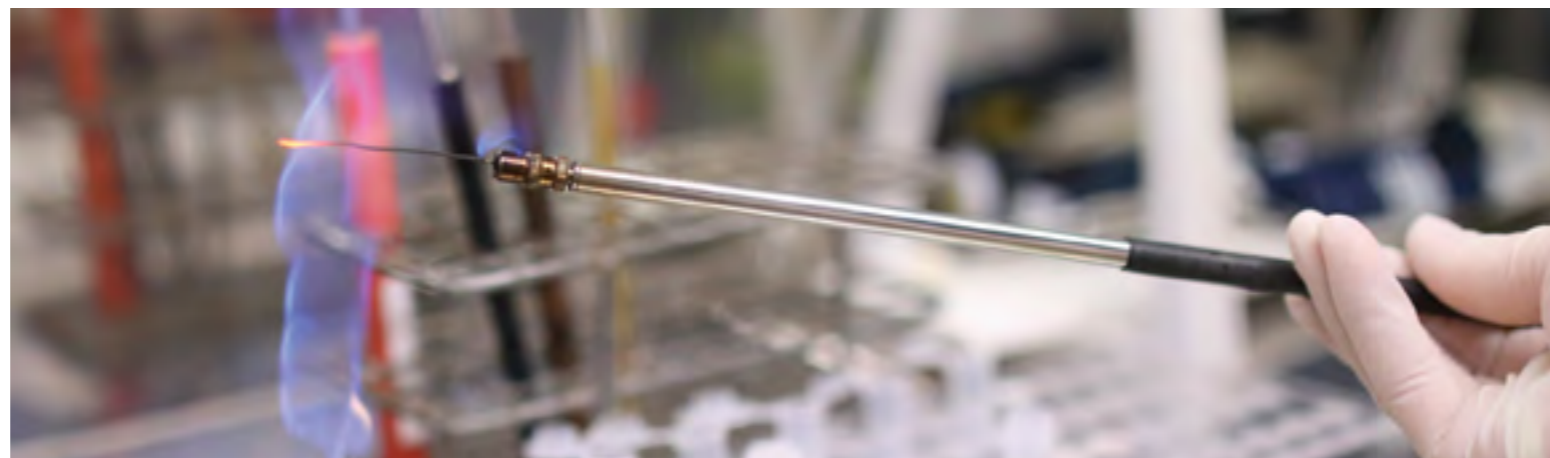
ADVANTAGES

Bay Zoltán Ltd. actively builds international consortia, network and EU tenders in R&D and innovation. It also offers business development services as a technology incubator. The company has a complex infrastructure system comprising of different laboratories dealing with electrochemistry, environmental protection, fermentation, industrial laser technology, mechanical testing, mechatronics, nanomaterials, non-destructive materials testing and secondary raw materials. Bay Zoltán Ltd. also runs a Software Centre and a Virtual Reality laboratory.

PRIMARY TARGET MARKETS

India / Canada / Russia / Israel / Japan / Germany

GRABMAX LTD.

The GrabMax project started as part of a tender published for software development for industrial robots in 2018. Over the course of the project, three innovative IT companies joined forces and established a joint venture company by the end of 2020.

After two years of development and pilot cooperation, the first GrabMax product was finally launched. During the development and testing phases, they realized that one single product line can simplify the automation process for plenty of manufacturing companies.

www.grabmax.eu/en/
sales@grabmax.eu
+36 70 905 2448
H-3043 Egyházasdengeleg, Rákóczi út 40.
office: H-1113 Budapest, Bocskai út 77-79.

PRODUCTS & SERVICES

When it comes to industry automation, GrabMax's mission is to empower robots with eyes and thus independent thinking.

Solutions: bin picking, quality check, machine loading, palletizing

Activity: GrabMax core competence is software development solutions for bin picking of randomly arranged or well-organized items, however, our solutions can also support companies in overcoming quality check related issues and problems.
GrabMax is governed by a committed and innovative

mindset as well as being the first Hungarian company to find a solution in this field that can boost production efficiency all around the world.

Services
- Consultation, needs assessment, planning
- Adjustment and installation support
- Implementation of specific needs, joint R&D and pilot programs
- Interaction with experts, technical support
- Process and performance analysis and optimization
- Updates, further developed solutions, regularly expanding functionality and application possibilities
- Support in warranty claims and sourcing of materials in the case of instrument malfunction

GRABMAX
www.grabmax.eu

ADVANTAGES

- Replaces human resources to a great extent
- Seamlessly compatible with all major robotic brands
- Increases the productivity of factories
- Economical
- Flexible
- Safe
- Efficient

REFERENCES

BPW Hungária Kft., Hungary - Bin picking of axes (20kg)
Bakony Kft., Hungary - Quality checking of ceramic axes
Csonka és Fiai Kft., Hungary - detection of the production temperature parameter, which is essential in glass production

PRIMARY
TARGET MARKETS

Central and Eastern Europe / Hungary

ASURA
TECHNOLOGIES PLC.

Asura Technologies is the developer of easy-to-integrate, camera-vendor-independent number plate recognition (NPR) and video analytics software, implementing AI for parking and traffic management security/safety systems. Asura Technologies debuted the Asura Recognition Unit (ARU) number plate recognition software in 2017, delivering an easy-to-integrate, flexible solution to traffic and parking system integrators. ARU earned a Special Mention at the 2018 Intertraffic Innovation Awards.

www.asuratechnologies.com
request@asuratechnologies.com
+36 70 202 3333
H-1122 Budapest, Városmajor utca 12-14. C. ép.

PRODUCTS & SERVICES

Asura Recognition Unit (ARU) – Plug and play number plate recognition application available for fixed and mobile installations.

MMR – Video analytics software with make, model, colour recognition and categorisation for the vehicle.

ACE – Access control extension module for ARU; a lightweight application to automate vehicle access based on the number plate and vehicle information on sites where a barrier controls entry and exit.

Digital chalking – Number plate recognition-based on-street parking enforcement solution, an extension to the mobile number plate recognition application.
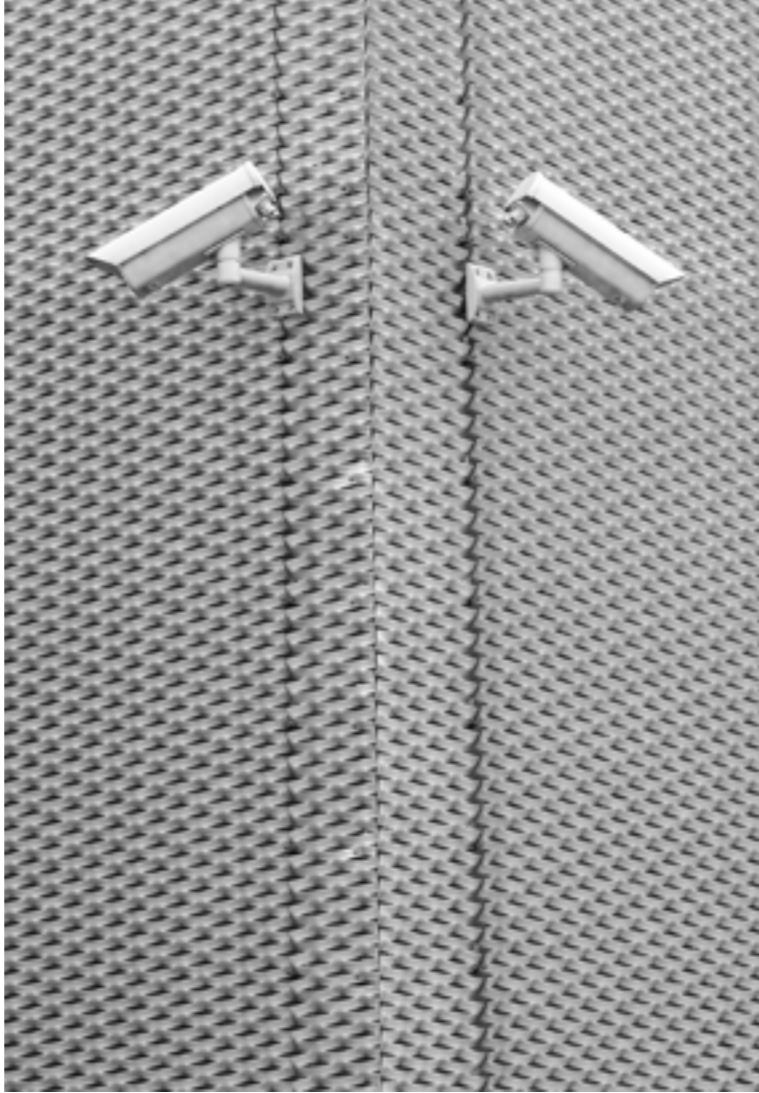
Traffic video analytics provide real-time analysis of the traffic, checking the direction of the vehicle, wrong turns, running the red light and proceeding in the wrong lane.

Parking space occupancy detection – Video analytics-based solution monitoring parking spaces and providing real-time occupancy information.

Parking monitor – Video analytics-based frictionless parking enforcement model providing 24/7 automated enforcement for barrierless parking sites.
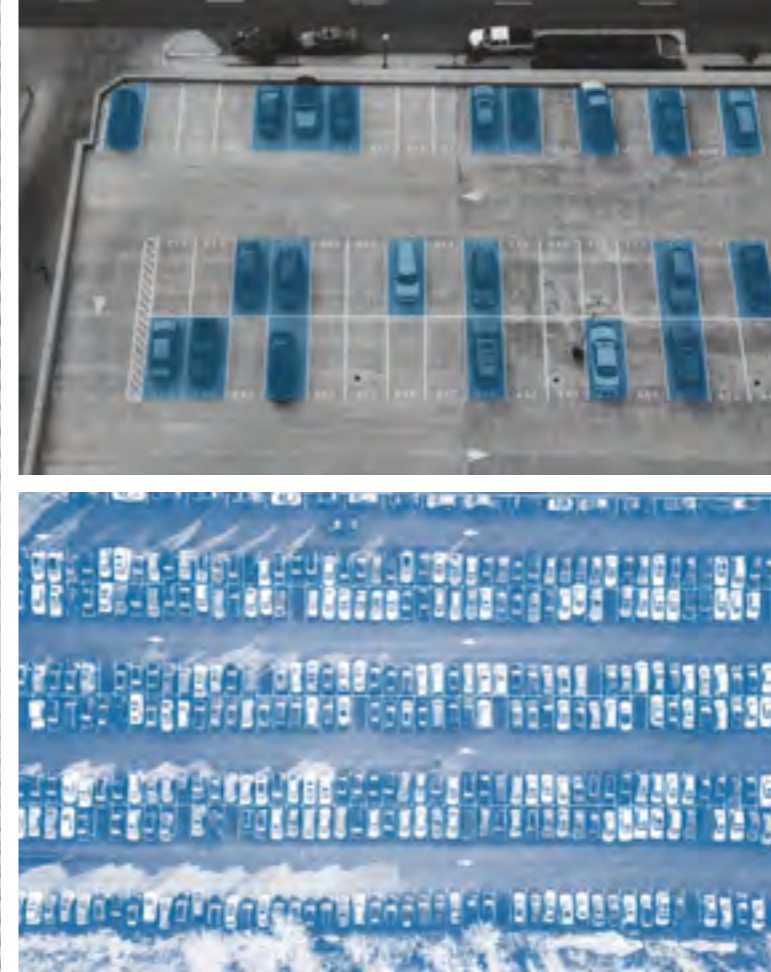
ADVANTAGES

Setup is quick and cost-effective: Asura supplies its software and applications, so integration is possible without allocating significant resources to the task, saving both time and money.
Compatibility: The software is compatible with any camera and connects to any back-end system without issues.
Automatic notifications: The software notifies operators whenever human interaction is needed, thus making the monitoring activity more effective.
Scalability: Asura solutions are fully scalable; the company is able to monitor a single site to an entire city.

REFERENCES

On- and off-street parking
Frictionless Parking Enforcement (PRRS - USA)
NPR-based parking space reservation and access control (Mobypark - The Netherlands)

Access control
High-security vehicle access control system (ZalaZone - Hungary)
Access control for parking (Nexus Parking Systems, Modern Parking - USA)

Traffic and law enforcement
Traffic monitoring (Hungarian Police - Hungary) Traffic surveillance (Singapore Polytechnic - Singapore)

Tolling
NPR and video analytics for a tolling system (Radical Solutions - Peru)

Traffic and highway safety
Wrong-way entry detection (Italy)
Traffic surveillance (Digitalcom - Thailand)

PRIMARY
TARGET MARKETS

USA / Saudi Arabia (GCC countries) / Indonesia / Brazil / Thailand

HUNGAROCONTROL PTE. LTD. CO.

HungaroControl is a certified provider of air navigation and specialist professional services. With its dedicated workforce, HungaroControl delivers safe, efficient and environmentally sustainable air navigation services to more than one million flights in Hungary and – on NATO assignment – in Kosovo's upper airspace. Leveraging both the breadth and depth of their experience, HungaroControl partners work with global service providers to solve their burning problems and help them achieve their strategic goals, providing customers with more than just step-change improvements. Thus, clear pathways to translate air traffic management innovation into valued service outcomes.

www.hungarocontrol.com
solutions@hungarocontrol.com
+36 1 293 4444
H-1183 Budapest, Igló utca 33-35.

PRODUCTS & SERVICES

HungaroControl launched SkyHub, the brand behind all of its complex products and services providing tailored industry solutions. The company is experimenting with the latest technologies and already harnessing AI's power to leverage its benefits within simulation and operational environments.

As the world's first to deploy a fully capable remote tower for a medium-sized airport in 2015, HungaroControl has extensive experience in the domain. Its remote tower services provide a cost-effective digital alternative to conventional tower operations, enabling a refocus on delivering valued services to customers.

ADVANTAGES

Highly-developed experience in consulting and advising in the air traffic management (ATM) domain
HungaroControl supports air navigation service providers with a strong capability base, covering aeronautical information management and information management. Additionally, it also has a deep understanding and proven experience in implementing tailored ATM capabilities, from concept to operation. HungaroControl's professionals have several decades of experience as users, operators, delivery specialists and advisors.

Advanced simulation and validation capabilities
Simulation HUB is Europe's largest commercial radar simulator for validation activities. HungaroControl offers end-to-end simulation solutions in a state-of-the-art technical environment and compliance with the highest innovation standards.

REFERENCES

Dubai Air Navigation Services – digital tower
As part of a delivery consortium, HungaroControl applied its digitalising tower operation experience to support the concept development and business case for digital tower implementation at Dubai International Airport and Dubai World Central.

Functional Airspace Block Central Europe (FAB CE) – free route airspace validation
The simulation aimed at validating the developed Concept of Operations. HungaroControl carried out validation exercises on both Fast Time Simulation (FTS) and Real-Time Simulation (RTS) platforms. The simulation investigated what changes the FAB CE free route airspace (FRA) would imply on the current fixed-route network and FRA's effect within individual FAB CE Member State borders.

ISAVIA (Iceland) – air traffic controller training
HungaroControl organised multi-session refresher training for air traffic controllers (speed control, vectoring services) and a pseudo-pilot workshop in our Simulation Hub.

PRIMARY TARGET MARKETS

China / India / Malaysia / Indonesia / Thailand

ANIMALSOFT LTD.

AnimalSoft is a Budapest-based software company that develops a platform for livestock producers to capture the potential in Precision Livestock Farming. The company helps farmers to survive and thrives under challenging market circumstances.

In the most essential respects, AnimalSoft unites farmers who work closely with other livestock producers to direct its product development process in the right direction. AnimalSoft's aim is to provide a powerful tool to its users to stay competitive while upgrading their production performance and profitability.

www.livestocker.hu
info@animalsoft.hu
+36 30 931 0170
H-1013 Budapest, Pauler utca 6.

PRODUCTS & SERVICES

Livestocker is a business intelligence platform where production data are collected manually - through the APP or direct input into the software - and automatically from the cloud, servers, import files in a structured way. It allows users to process data into information and find answers to their production issues by exploring correlations between certain parameters.

Within Livestocker, there is a medication module with the capacity to monitor antibiotic use and to report it to the authorities when necessary.

ADVANTAGES

By using Livestocker, the farm is not only able to collect data, from ordering to production to its final product sales, but it informs management immediately with no additional work. Data collected and stored in this structured way makes it possible to analyse any key performance indicators - ADG, FCR, mortality - their trends and all the financial aspects of these parameters such as cost and/or value of growth. Livestocker provides an opportunity to follow production trends and find bottlenecks without advisors entering the stable too often; biosecurity benefits are therefore also included via this system.

REFERENCES

Pig producers: HAGE - 270,000 pigs produced annually, Claessens Group - 250,000 pigs produced annually.

Egg producer: Fuchs egg - producing and trading 70 million eggs annually Finisher pigs 1,500,000

Swine breeding 35,000
Broilers 15,000,000
Layer hens 400,000
Eggs 120,000,000

PRIMARY TARGET MARKETS

Worldwide, especially Indonesia / Philippines / China / Vietnam / India

CARE ALL LTD.

Care All Ltd. commits to supporting its partners by building innovative IT solutions in 17 countries in over 120 companies, regardless of size and field of activity. The success of document management software is primarily down to creating the proper concept and customisation.

Experiences gained from international and domestic projects help the professional team seek out the most convenient digital solution for you. Improving productivity, transparent business operation and the benefits related to digitalisation is what Care All Ltd. offers.

www.careallsoftwares.com
info@andoc.net
+36 20 492 9292
H-1121 Budapest, Törökbálinti út 15/A

PRODUCTS & SERVICES

Recently, the products have served as enhancement tools to support the work routine of over 40,000 employees. They can either be used separately or together to match digital standards of future companies. Andoc responds to complex or standard business operation challenges.

The benefits are not only confined to workflow or document management, but also support automation and reporting. Itinerary can be accommodated in a few hours; no training is required. This manages standardised workflows where tasks have to be completed and related regulations must be complied with.

Care All

ADVANTAGES

Flexible customisation options make embedding quick and easy in every organisational infrastructure, even in a fast-changing environment. Each product deals with different aspects of digitalisation challenges. The company's business operation defines which product or mix would become the optimal solution.

Care All Ltd.'s professional consultants are at its clients' service, supporting the go-live implementation. For further customer requirements, Care All Ltd. can offer additional IT software to meet customers expectations.

REFERENCES

Savings bank - Andoc, itinerary support for all front and back office WFs, document management for 5,600 users, cover account opening, loan product, contract management.

Euronet Ltd. - Andoc helps WF operations for 16 countries localised to 8 languages, supports POS orders, contract management.

Nestlé, Budapest Stock Exchange, Erste Insurance, Union Insurance Group Care manages internal business process contracting, purchasing, invoice and claim management workflows.

PRIMARY TARGET MARKETS

USA / Colombia / Uganda / Russia / UAE

DO-Q-MENT LTD.

DO-Q-MENT Ltd. is a Hungarian software developer and service company with more than 10 years' experience in the field of document archiving. DO-Q-MENT is a pioneer in delivering fully GDPR-compliant archiving and contracting solutions supported by the industry-leading Microsoft Azure infrastructure.
DO-Q-MENT Ltd. headquarters are located in Budapest, with development resources in other major Hungarian cities.

www.doqdrive.com/en
agoston.hortobagyi@doqdrive.com
+36 70 338 1871
**H-1134 Budapest, Tüzér utca 30.**

PRODUCTS & SERVICES

DOQdrive Private and DOQdrive Business identify and connect individuals and businesses and enable them to establish close, email-free digital processes in a GDPR-compliant way.

DOQdrive is the first solution of its kind where all participating individuals and companies are accurately identified based on their government ID. All data and information are legally authentic.

DOQdrive is a cloud solution for archiving, storing and forwarding digitalised documents that are also legally authentic.

DOQdrive stores the digital original version of the client's documents to comply with document preservation requirements dictated by local legislations.
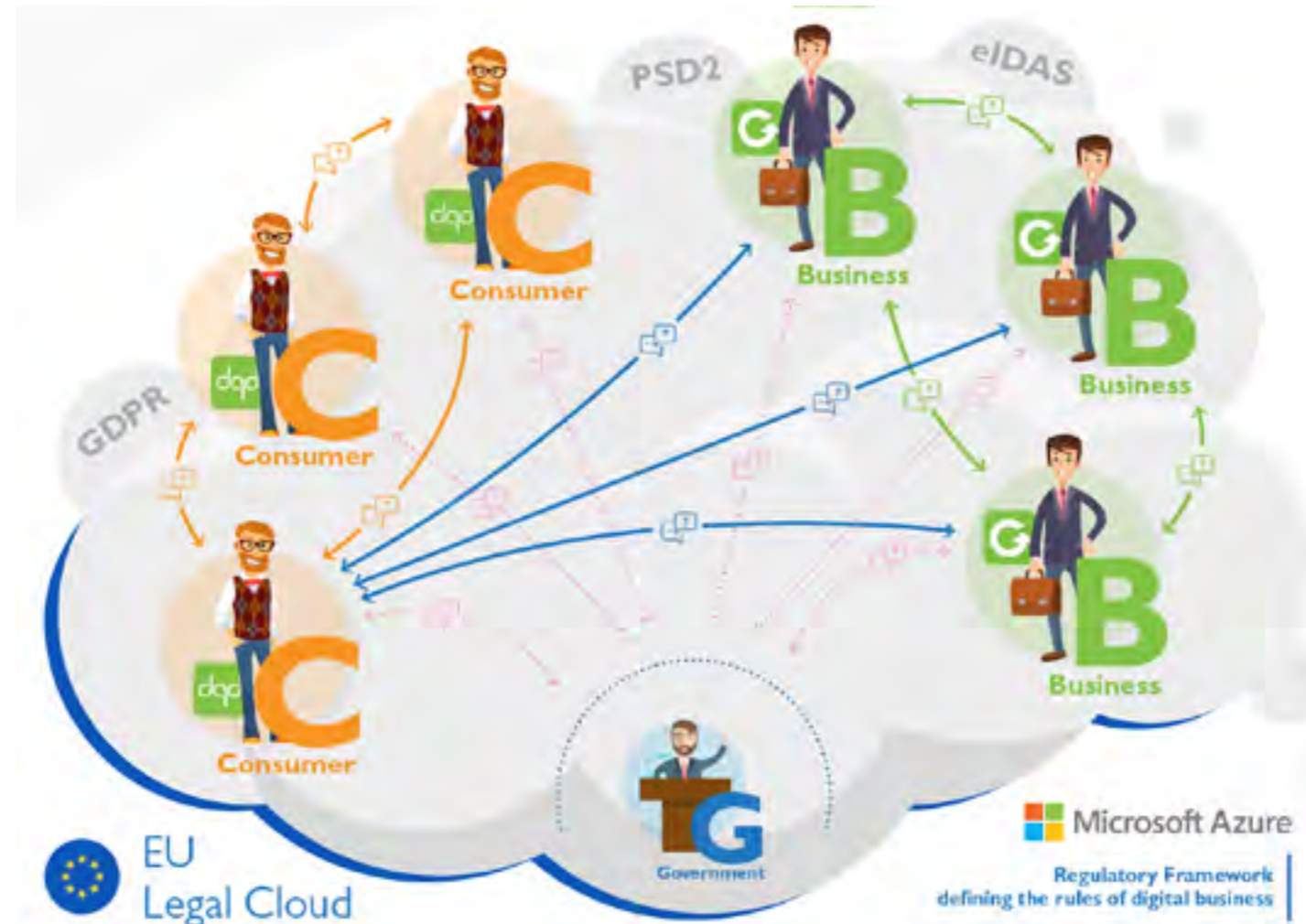
ADVANTAGES

The patent-pending DOQdrive document management process can save up to 40-60% of the relevant document archiving and handling costs by revolutionising data management and archiving processes.

With no need to store paper originals, this document handling reduces costs dramatically. More efficient yet GDPR-compliant closed digital techniques. All parties are mutually identified based on their government IDs.

REFERENCES

Randstad
Customer country: Hungary
Win date: 2018

Lexmark
Customer country: Hungary
Win date: 2017

KLM
Customer country: Italy/France/Hungary
Win date: 2018

Kempinski Hotels
Customer country: Hungary
Win date: 2017

PRIMARY TARGET MARKETS

Austria / Germany / Czech Republic / Poland / Croatia

AXIMMETRY TECHNOLOGIES LTD.

Aximmetry provides end-to-end, real-time 3D graphics and virtual studio solutions for the broadcasting and entertainment industries. Its ambition is to make high-end virtual studio software technology accessible to all, small TV stations, Youtubers and vloggers included. Aximmetry uses its engine for real-time rendering and has its own advanced keying technology. The company's solutions cover all aspects of advanced broadcasting presentation: tracked virtual sets, Augmented Reality (AR), interactive touchscreen displays, data-driven graphics and audience interaction via second-screen devices. Content created in Aximmetry can be live-streamed directly to YouTube or Facebook.

aximmetry.com
info@aximmetry.com
+36 1 300 5060
H-1139 Budapest, Gömb utca 26.

PRODUCTS & SERVICES

Different editions of Aximmetry software can be utilised in the following areas of expertise:

Studio
TV, Youtuber, vlogger.

House of Worship
Features related to broadcast usage. Virtual studios, inscription graphics, multi-monitor systems, studio touch screens, single-PC solutions.

Event Center
Features related to on-stage usage. Multi-projector systems, image synthesis, projection mapping, interactive control devices.

Show
Corporate, institution.

Stage
Theatre, concert hall.

Exhibition
Features related to presentations and video installations. Multi-projector systems, monitor walls, touch screens.

ADVANTAGES

Aximmetry offers a highly developed capability of real-time visualisation at a widely accessible price point. All product lines are based on the same core concept and technology, its own Aximmetry graphics engine, graphics editor and intuitive, purpose-optimised graphical user interfaces.

The products have advanced 3D graphics and software-based chroma key, a flexible graphics programming interface, real-time controllability, scalability and extensions for 2D graphics, 3D virtual studio, video wall display, AR solution (included in the software) and an accessible price point.

REFERENCES

Sweden: Twenty Studios AB
Russia: 'Stream' TV company, first UHD-capable virtual studio and AR installation
Hungary: M4 Sport

PRIMARY TARGET MARKETS

China / USA / Germany / France / UK

INDIVIZO LTD.

Indivizo offers an AI-powered hiring platform with recruitment automation to help HR professionals hire top talent faster, based on quality candidate information. Its innovative, cloud-based pre-screening tools - such as automated video interviews, automated tests, gamified assessment and AI-based personality profiling - focus on data to evaluate candidates' performance and measure the recruitment process' efficiency, freeing up significant recruiter time to focus on what is important - people. Indivizo strives to be the regional leader in cloud-based recruitment by providing the right platform and data-based information to HR professionals to make better hiring decisions, retain the best talent and for HR to become a more strategic profession.

www.indivizo.com
hello@indivizo.com
+36 1 788 1226
H-1123 Budapest, Alkotás utca 17-19.

PRODUCTS & SERVICES

AI-powered automated video interviews
Recruiters prepare their questions first, even enhance them with pictures and videos, then the software runs the video interviews without their participation. It's a real interview situation, where applicants have to answer as soon as a question appears. The hiring team can watch and evaluate the recorded videos anytime and anywhere. Personality insights are based on the psychology of language in combination with data analytics algorithms. This service analyses the content of the automated video interviews and returns an online personality profile.

Gamified assessment
Big data and behavioural skill assessment reveal candidates' underlying competencies and skills. This innovative tool makes it possible to have real-time,

powerful and data-based insight into critical skills, such as logical thinking, planning, problem-solving and more to ensure the right people get hired for the right roles.

Automated tests
Automated tests can be used to screen applicants' knowledge before spending valuable time and money on interviewing them. Recruiters can select from Indivizo's test offering or put together their own questions. The system arranges the process - from invitation to execution, to automatic evaluation and even updating candidates on their results.

Cloud-based ATS platform with flexible workflow management

ADVANTAGES

Any company's success depends on its talent, and HR professionals struggle to identify which applicants are guaranteed to perform well in a position. Indivizo's innovative, AI-powered recruitment tools measure candidates' skills and competencies and provide data-based, objective results that help make better hiring decisions.

With these tools, the user receives a +300% increase in efficiency, -79% time spent on pre-screening, a five-times better quality talent pool, data-driven hiring decisions and semi- or fully-automated pre-screening.

REFERENCES

OTP Bank since 2018, EUR 32,000/year
Telekom Hungary since 2017, EUR 50,000
Telenor Group since 2016, EUR 35,000

PRIMARY TARGET MARKETS

Romania / UAE / Russia / Singapore / Malaysia

JOBCTRL LTD.

As a part of the TcT Group, JobCTRL Ltd. provides highly innovative IT solutions to contribute to its partners' business success, which has always been the JobCTRL Ltd. team's strongest motivation. The company's main profile is R&D, with innovation as an added value. This includes several successful disruptive and cutting-edge projects resulting in market-leading innovative products, systems and almost 20 years' research, development and product commercialisation experience. Genuine innovation and a professional team of researchers and developers committed to excellence are the driving force behind JobCTRL Ltd.'s success story.

www.jobctrl.com
sales@jobctrl.com
+36 1 465 8808
H-1118 Budapest, Rétköz utca 7., Eleven Center

PRODUCTS & SERVICES

The company predominantly focuses on improving work efficiency using its JC360 product on a broad spectrum, from simple working time measurement to RPA and AI-driven solutions. JC360 is a unique workplace performance improvement tool, enabling transparency and objective metrics for all business areas.

It makes productivity transparent and comparable between individuals and teams, making it possible to define organisational level targets more accurately. JobCTRL Ltd. helps companies to be more productive, organisations to be more open and creates a fairer and more effective, flexible working environment for all.

JC360

ADVANTAGES

JobCTRL Ltd. is a very flexible, client-focused smart company, developing the unique JC360 tool with the broadest spectrum for operational efficiency improvement, work automation and worker motivation. JC360 is a must-have solution for any flexible working environment and organisations with a focus on cost-efficiency. The company ensures maximum utilisation of labour resources and helps to develop the conditions for productive mobile work. JC360 is the best available tool on the market for creating corporate transparency and generating a real-time cross-functional view of business operations.

REFERENCES

Deutsche Telekom
DHL
Grundfos (Serbia, Croatia, Slovenia, Ukraine, Bosnia and Herzegovina)
Allianz

PRIMARY TARGET MARKETS

LATAM countries / EU / USA / Asia / UK

LOGIN AUTONOM LTD.

Login Autonom Ltd. has been present in business since 1990. Initially, the company offered solutions for system integration and it has been expanding its service list ever since based on customer demands. In the past 30 years, many issues have been identified and solved at system level with the help of its software. Login Autonom Ltd. believes that most problems can be handled if the human factor is excluded and well-implemented technology is relied upon. The company is also convinced that technology promotes the creation of more humane and more intelligent systems. Login Autonom Ltd. hopes to assist domestic and international partners in achieving a considerable improvement in production and employee retention by continually enhancing the companies' product solutions and customer service.

www.loginautonom.com / www.login.hu
kiss.gabor@login.hu
+36 30 166 1729,
H-1103 Budapest, Kőér utca 2/A
Laurus Irodaház, "C" épület

PRODUCTS & SERVICES

EASE++ employee software: increasing efficiency through employees.

EASE++ is an interconnected software system developed and further improved to answer the challenges faced in HR, production and organisational development.

Login Autonom Ltd.'s solutions contribute to well-structured effective operation at system level, triggering positive changes in finances and staff attitudes shortly after implementation. The EASE++ software modules are Workhour, Holiday, Competency, Access, Guest, Cplatform, Productivity, Shift, Workwear and AI.

ADVANTAGES

Long-standing market players typically have other core businesses (eg. payroll, security access), while start-ups do not target this market; the target group can thus be identified as 'underserved'. Thanks to Login Autonom's security and engineering history, it has a significant competitive edge because competitors predominantly possess HR or IT skills. As a result of the interdisciplinary approach and wide-ranging scientific cooperation (Hungarian Academy of Sciences, Óbuda University, Széchenyi University, My-X Artificial Intelligence Research Group, etc.), the company dictates developments in HR and shop floor human IT solutions. In industrial HR software, Login Autonom Ltd. offers unique, complete business solutions.

REFERENCES

Rosenberger Magyarország Ltd., region: Jász-Nagykun-Szolnok, total project value: EUR 300,000

MIAS Hungary Ltd., region: Heves, total project value: EUR 150,000

Corinthia Hotel Budapest, region: Budapest, total project value: EUR 50,000

Toyota, Velux, Stricker, OBO Bettermann

PRIMARY TARGET MARKETS

Germany / Austria / Switzerland / France / Poland / Romania

NEXON LTD.

**NEXON is Hungary's market-leading strategic payroll and HRM software developer and service provider.
It's products are comparable in functionality and performance to all significant international HRM systems, with the clear advantage that they always fully conform to Hungarian law. NEXON participates in critical workflows - such as payroll, human resources, time management and shift planning or even BI - with ease, while seamlessly integrating all global HRM systems.**

www.nexon.hu/en
nexon@nexon.hu
+36 1 465 5100
H-1138 Budapest, Váci út 185.

PRODUCTS & SERVICES

NEXON's main profile is the development and support of complex human resource applications.

The company's portfolio:
NEXONpayroll
Hungary's leading comprehensive payroll solution.

NEXONHR
Fully-fledged HR personnel administration and reliable HR recordkeeping.

NEXONtime
Worktime planning, scheduling and recording, fully integrated with payroll.

NEXON_PORT
Self-service employee administration, improving HR efficiency with its software and a mobile app developed to access the self-service HR system. NEXON_PORT+ is available on iOS and Android platforms.

NEXONcafe
Comprehensive solution for the selection and administration of employee cafeteria benefits.

Another item within NEXON's business portfolio is payroll outsourcing. In Hungary, payments for 70,000 employees are executed through the NEXONsource solution.

Under the SaaS arrangement, NEXON hosts your applications and data on its servers, which can then be accessed online using your web browser.

NEXON

ADVANTAGES

In addition to continuous software development, NEXON offers ongoing product support, customer care, a helpdesk, complete comprehensive payroll and HR outsourcing service.

With its 30 years of experience, NEXON is an expert in payroll and HR administration.

NEXON has 5 regional offices (at Győr, Nyíregyháza, Kecskemét, Veszprém, Budapest), headquartered in Budapest.

REFERENCES

Most clients are multinational global brands as well as local companies from public and government sectors.

LEGO Manufacturing Ltd., dm drogerie markt Ltd., Bayer Hungária Ltd., Güntner-Tata Ltd.

PRIMARY
TARGET MARKETS

EU / Scandinavia

CONTACT

INFORMATION

ADDRESS: H-1027 Budapest, Kacsa utca 15-23.

PHONE: +36 1 922 2600

E-MAIL: exporthotline@hepa.hu

WEB: www.hepa.hu

HEPA

Hungarian Export
Promotion Agency