



Range | Efficiency | Sovereignty

# EMS Marketing



EMS provider  
profile



Marketing  
status check



Website &  
LinkedIn



Digital &  
Print media



Company  
presentation



Marketing  
Campaigns

The European EMS industry possesses a wealth of expertise in the development and industrialization of complex electronic modules. - What it often lacks are

- active sales
- digital visibility and reach
- European partners
- efficient, digitized processes
- efficient software solutions for small and medium-sized businesses

➔ We help you overcome these obstacles so that you can position yourself for the future in Europe's EMS landscape.

While you can remain focused on your core competencies and the associated challenges—uncertain supply chains, product discontinuations—we develop your marketing strategy incorporating all elements of modern communication.

# EMS Business Development

In addition to designing your company's appearance to meet industry standards, we offer services for a comprehensive strategic realignment

- European networking
- Digitalization & automation
- Product portfolio review

- Innovation management
- Reduced time to market
- Employee empowerment
- Alleviated resistance to change
- Increased supply chain transparency & data security



Rapid prototyping



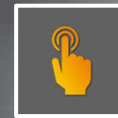
Efficient data processing



European Network



Team empowerment



Practical solutions



Joint pool of experts

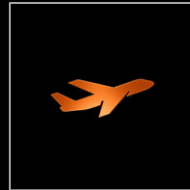




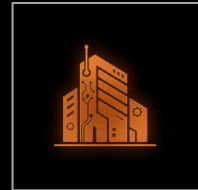
## The future of European electronics



Medical  
technology



Aviation



Building  
automation

B2B & B2G focus | Custom-made products for demanding requirements



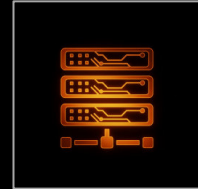
Railway  
technology



Communication  
technology



Civil  
protection



IT  
infrastructure



CHANGE LIGHT-LY

## Why specialized business development for EMS?

### INDUSTRY-SPECIFIC STRATEGY

Demands for efficiency, documentation, and transparency are constantly increasing.

Until now, the industry has operated in isolation and is largely undigitized. - Marketing and sales were rarely necessary - experience is lacking.

We understand the company, its core competencies, and its goals. Based on this, we design a customized strategy.

### TIME SAVINGS

EMS is a B2B trust-based business: EMS marketing cannot succeed without a deep understanding of the industry.

Traditional marketing agencies need to be supplied with industry-specific content, which takes a lot of time. - We identify and implement relevant, up-to-date EMS topics for your website and social media strategy.



Fragmented global supply chains



Low visibility & lobbying



Rapid technological change

# Optimum time to market



... is one of the key competitive advantages for companies and business locations today.

Several factors play a **central role** in the development process to ensure market entry at the right time:

- **Rapid prototyping**
- Early-stage manufacturability assessment
- **Obsolescence** testing & continuous monitoring
- Data transparency & traceability

## Other critical factors include

- Optimal allocation of **roles** within the project
- Availability of specialized PCB materials
- Timely verification of **delivery times** for all components
- Expert knowledge of all **key technologies** involved in the project
- Clear definition of **responsibilities** within the project



# Your EMS strategy for every situation



## CAPITAL AKQUISITION



## BUSINESS SUCCESSION & RESTRUCTURING



## POSITIONING FOR THE FUTURE EARLY ON

Sustainable product and service portfolio

Strategy presentation for financing partners

Consistent corporate identity across print and digital media

Transparency and efficiency in the supply chain

Automation of data processing and workflows

Current EMS Provider Profile

Website & LinkedIn Profile

Customer Portal

Data automation in quotation and order management

European partnerships and networking



Strategic EMS Provider Profile

Modern brand identity with a website and customer portal

Data automation in quotation and order processing

European supply chain

Technology strategy for the future

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Schedule an appointment today for a no-obligation consultation on your EMS strategy!



[www.change-lightly.eu](http://www.change-lightly.eu)

