



E²MS for Resilient European Supply Chains

In 2024, **SRM Mikroelektronik** and CHANGE LIGHT-LY joined forces to get the long-established Berlin-based company back on track.

Dominik Schmidt, CEO of **SRM**, and Jasmin Konnegen, founder of CHANGE LIGHT-LY, have a long-standing business relationship based on trust and shared values, which originated during the COVID-19 pandemic.

SRM was a key supplier to Jasmin's employer—a struggling lighting manufacturer that was hit hard by the pandemic and a series of global lockdowns.



In the wake of the pandemic, the business world had undergone a complete transformation, and the electronics industry found itself in a situation that required active sales, high online visibility, and extensive networking.

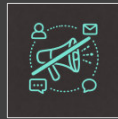
These were concepts that were alien to most

companies in the industry—including **SRM**. Therefore, CHANGE LIGHT-LY's first project was to address and solve these issues for SRM, with the goal of making the company visible, future-proof, and a reliable, recognized player on the European electronics industry stage.

2024



Declining revenue



No active sales



Lack of visibility



Inefficient processes

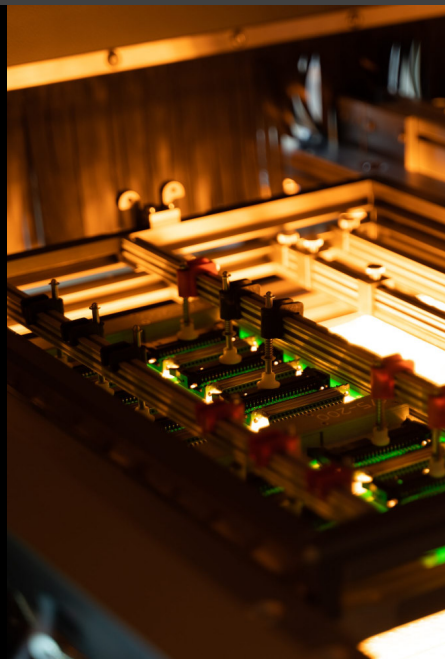


Not enough transparency

Consequently, in March 2025, CHANGE LIGHT-LY set out to find partners and solutions to make SRM more profitable and visible by optimizing its processes and market approach.

At Embedded World, they had their first encounter with bee produced, a Vienna-based software company specializing in optimizing quotation creation and order processing in the EMS sector.

bee produced not only provided the order processing solution that SRM was urgently seeking,



but also emerged as the first partner to support **SRM** and CHANGE LIGHT-LY on their path toward European collaboration and autonomy in the electronics sector.

In 2025 alone, they attended 5 European trade shows and events, jointly submitted 2 European funding proposals, and increased their visibility and number of followers by 20%.

In September 2025, they officially launched the ProudlyEngineeredInEurope initiative – a success story of its own that deserves to be told separately.

2026



20% increase in sales in 2025



New Customers: Development & EMS



EMS Customer Portal



European Partner Network



Transparency in Compliance