

Bee produced is a Vienna-based software company dedicated to making the European electronics industry more visible, resilient, efficient and independent. In addition to an intelligent BOM formatter that automatically identifies components and maps them to manufacturer part numbers, the company offers comprehensive solutions for EMS companies:

- A customer portal for the EMS sector
- Europe's first EMS marketplace

Following the initial meeting between bee produced and CHANGE LIGHT-LY in the start-up area at Embedded World 2025, it quickly became clear that

bee produced's solutions provided the answer to many of SRM's challenges:

- The marketplace helped to expand the company's reach and boosted brand awareness as well as new customer acquisition.
- The customer portal significantly optimised the internal processes of creating bills of materials and preparing quotations, making them more transparent.

As a result, both products quickly became an integral part of day-to-day operations at SRM.



Furthermore, synergies emerged in other areas:

- SRM was able to provide valuable feedback and suggestions for improving the platform
- In return, features that were particularly valuable to SRM were prioritised.

As CHANGE LIGHT-LY and bee produced also share common values and visions



French EMS market



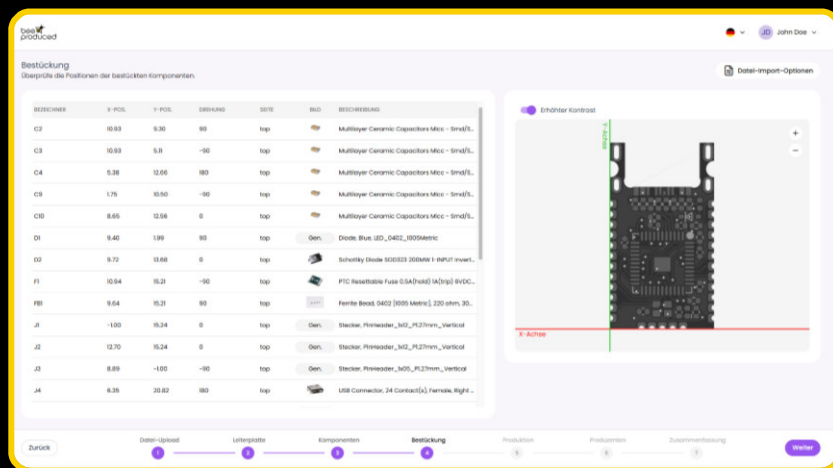
Events in Berlin



Marketing strategy



Embedded World 2026



for the future of the European electronics industry, a regular marketing dialogue quickly developed between the two companies.

Close German–Austrian cooperation began to take shape and culminated in the joint design of the website and presentations for the “ProudlyEngineeredInEurope” initiative, which went live in September 2025.

A joint visit to the SIDO trade fair in Lyon in autumn 2025 ultimately led them to recognise the added value of their cooperation and the success story they could tell to the French market, and they decided to conquer this market together.



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