



Welcome to a New Stronger Alliance

Promoting the Automation of Telecommunications



Tower Automation Alliance

The TAA is the first initiative 100% devoted to the creation of a standard for the **automation of critical infrastructure management on telecommunications**.

Purpose

The new reality of digitalization, the **automation** of processes, and the management of physical elements from a digital world will represent, as a whole, one of the most important technological challenges for human beings, a new industrial revolution, and an **unprecedented business opportunity**.

The link between all these technologies is the end-to-end platform **TREE**, an **ATREBO** technology platform for monitoring the life cycle of critical infrastructures.

- The TAA is an association of **leading technology companies** for critical telecommunications infrastructures with two clear objectives:

Working Groups



IoT



Automated Design 3D/4D



Consulting Services



Smart Cities



Energy



Blockchain



Process Automation

- 1 Full technological integration** of its members' products and solutions to reach a new level of excellence in process automation.
- 2 To meet its customers' needs**, to offer a better service, and to increase the sales and competitiveness of the companies that establish the association.

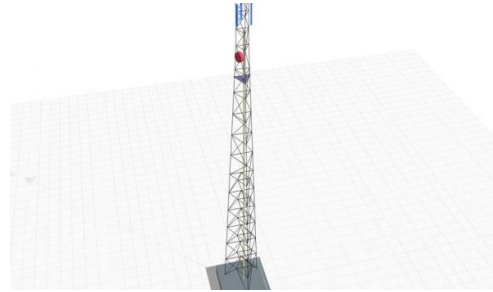


Tower Automation Alliance

The TAA is an international initiative, starting with 20 initial members and several use cases of technological integration.

Use Cases

The initiative aspires to become the standard and **international reference** in the world of automation. To this end, it is developing success stories with its members with use cases of great relevance for the **technology sector**.



Members



Tower Automation Alliance

What does the TAA offer

1. A **leading marketplace** where its members find a collaborative working environment, have global visibility and can showcase their products and strengths.
2. The integration of the **technological solutions** of its members.
3. Enhancing the commercial value of its members' solutions and products **to increase sales opportunities.**
4. Privileged access to the "Future Automation Summit", an **annual face-to-face event** where all these experiences can be shared.



"A co-marketing space that enables technology integration by creating success stories that result in increased sales for members."



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1 Co-Marketing

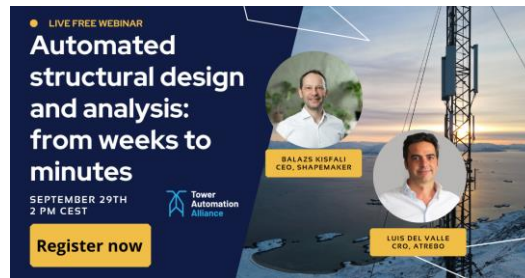
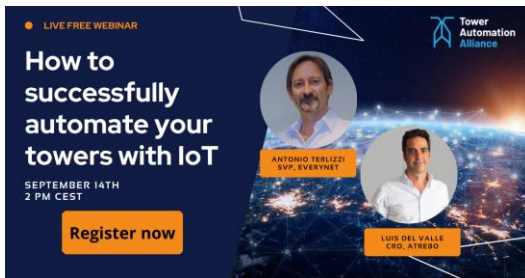
The TAA is a reference marketplace where its members benefit from a collaborative work environment that allows them to achieve global visibility to promote their products and strengths. It offers the following services to its members:

- **Website.** Presence on the official website with information about each partner, video presentation, and links to their most important projects.
- **Events.** Co-attendance to face-to-face events and fairs. Negotiation of group prices. News about upcoming events.
- **Webinars.** Since its inception, several specialized webinars have been organized with great success in attendance. Members will have the opportunity to propose webinars on specific use cases. The TAA is responsible for coordinating the production of the agreed webinars and their subsequent dissemination.
- **Teams Channel.** Available to members for news sharing, communication, work, and coordination, managed and fed by the TAA team.
- **Social Networks and Email Marketing.** Publication of important news of the partners in the social networks of the alliance (Linkedin, Twitter, Youtube) in addition to the publication of newsletters with the possibility of customizing it specifically for each member.



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1 Co-Marketing



Introducing Shapemaker, new member of the Tower Automation Alliance
youtube.com

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2 Tech Integration

The most immediate practical objective of the TAA is to achieve the integration of its members' solutions.

- The TAA is a legal platform to facilitate the work of the teams.
- It is a collaborative work environment for the different integration projects and team coordination.
- TAA members will have access to TREE technology for their integration.
- The TAA provides members with a person responsible for technical coordination for the definition of integration and automation standards.
- Access to partner facilities in each city and logistical support for internationalization.
- Search engine for technology members and success stories.



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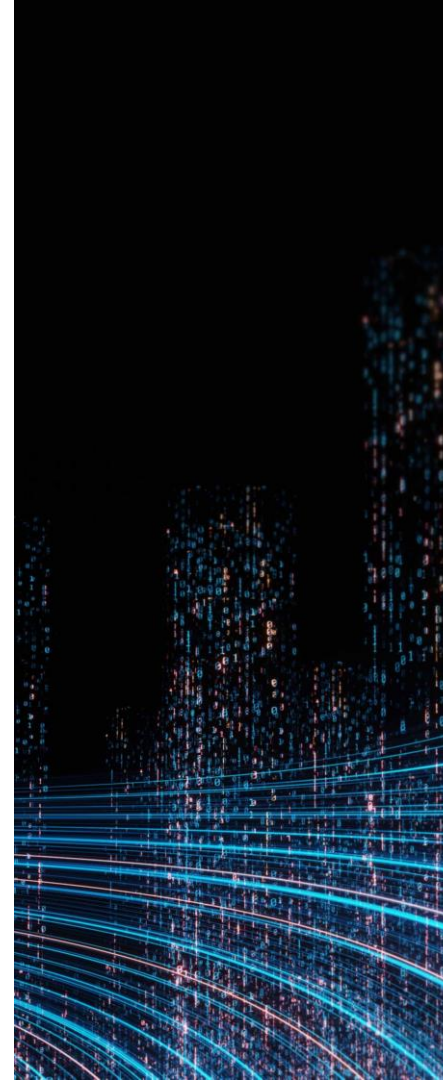
3 Co-sales

The goal of the TAA **is to improve the commercial value** of its members' solutions and products **and increase sales opportunities**.

- Integration and leadership in *On-tech* to be able to access Spanish projects of EU funds.
- Market place of opportunities and RFPs to which members can go together.
- Access to projects and tenders to increase commercial opportunities.

4 Future Automation Summit Seville 2023

Privileged access for TAA members, as well as special prices to participate in the annual **Future Automation Summit** that the Alliance will organize, with the first meeting to be held in Seville.





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