

# Company Profile

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1ST MTB MARKET INTELLIGENCE

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# 1st MTB

**MARKET  
TECHNOLOGY  
BUSINESS**

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## About us

1st MTB is fostering and making IT innovation easier within Europe, by leveraging its deep market insights and extensive network to empower technology providers and users alike. With a focus on mastering the challenges and seizing the opportunities in the dynamic IT landscape, 1st MTB excels in strengthening market positioning, enhancing presence, and facilitating networking among key industry players.





## Our Vision

1st MTB aspires to be the catalyst for IT innovation in Europe, embracing agility and flexibility to meet the evolving demands of the digital era. We aim to be the bridge that connects technology providers with market opportunities, ensuring their successful entry and growth in international markets.





## Our Mission

Guided by our commitment to excellence, 1st MTB is dedicated to enabling an easy navigation for our clients of the complexities of the IT sector with ease. Through continuous improvement and a strategic approach to market analysis, marketing, and sales, we maintain our leading edge in delivering unparalleled value to technology providers and users.







1st MTB offers a comprehensive suite of services tailored to the unique needs of technology providers and users.

## Our Services

For **Technology Users**, our expertise encompasses efficient IT sourcing and procurement, offering support from sourcing analysis and evaluation to procurement consulting and strategic alliance formation, thereby streamlining the technology acquisition process.



For **Technology Providers**, we facilitate market entry with services ranging from market analysis, marketing content creation, PR services, and sales consulting to comprehensive sales support, ensuring an impactful presence in target markets.



## Our Approach

Recognizing the transformative power of digitalization, 1st MTB employs a flexible and innovative approach to support the IT sector. We focus on local adaptation and efficient cross-border technology procurement, backed by our seasoned market specialists who bring years of experience, to foster international market introductions for technology providers and innovative procurement strategies for users.



# Top Solutions

## Virtual Reality (VR)

Virtual reality software platforms can offer immersive experiences for industrial and educational training, product demonstrations, and process visualizations. These allow users to create, share, and engage with 3D simulations of real-world environments, enhancing learning and operational efficiency. By reducing the necessity for physical presence, they provide a sustainable and cost-efficient method for improving understanding and collaboration across various sectors.

## Quantum Safe Data Protection In The Cloud

This approach offers a quantum-safe data protection solution using secret sharing technology, ensuring secure data storage and sharing in public and hybrid cloud environments. It's designed to safeguard sensitive information against current and future threats, including those posed by quantum computing, by distributing data across multiple storage locations. The technology supports a wide range of applications, from disaster recovery and multi-cloud backup to sensitive data protection both online and offline, thereby catering to individuals, SMEs, large corporations, and government institutions.

## Strategic Oracle Java Licensing Optimization

This service specializes in optimizing Oracle Java licensing, focusing on transparency and risk analysis to develop a customized strategy. Through a comprehensive scanning of infrastructure all Java installations are identified, distinguishing between those requiring licenses and those that do not, with the aim of significant cost savings. The approach includes deploying minimal-invasive tools for efficient inventory and leveraging extensive project experience to assist in strategy implementation and ongoing Java monitoring, providing a path to an improved control process.



# Contact Us

[www.market-intelligence.eu](http://www.market-intelligence.eu)

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To explore how 1st MTB can enhance your IT innovation and market strategies, reach out to us:

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