



Avel Technologies

Consulting & Software Engineering

Company Overview

July 2026

Embedded software engineering for mission-critical products.



“Our ambition is to be the indisputable specialist in embedded products technology consulting in Europe.”

Jérôme Gontard, CEO Avel Technologies



Executive summary

Our offering

- Well-established team providing top-end engineering expertise in Intelligent Mobility, Aerospace & Safety-Critical Systems and Connected Embedded Systems.
- Leveraging our strong network in Central & Eastern Europe to provide a high-calibre engineering capability with a scalable nearshore delivery model.
- Delivering a unique value proposition for our clients to address the specific challenges of the embedded systems market.

Our expertise



Core engineering services

Embedded
Software
Development

Platform
Integration &
Software
Validation

System
Validation &
Verification

Connected product services

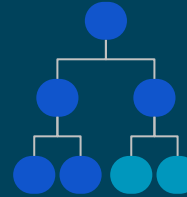
Connectivity &
Smart Systems

Applications &
User
Experience

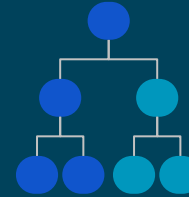
AI-Enabled
Engineering

Safety, Security & Reliability

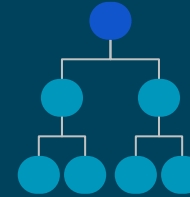
Our engagement models



consultancy
"we help you do it"
T&M Invoicing
low-risk exposure



work package
"we build part of your product"
UoW or ticket-based invoicing
Fixed Price
medium-risk exposure



fixed-price project
"we build your product"
Fixed Price
higher-risk exposure

Client

Avel Technologies

Key market drivers

- AI at the edge is increasing software complexity, integration demands and validation requirements on constrained hardware platforms.
- Software-defined infotainment and in-vehicle digital experiences driving demand for complex embedded software on vehicle platforms.
- Software-centric and increasingly autonomous aerospace systems are driving demand for certifiable and fault-tolerant embedded software across the full aircraft lifecycle.
- Growth of connected devices is accelerating the need for real-time secure embedded software and edge intelligence.



Our purpose: engineering real-world impact

Our Mission & Core DNA

- Speed to market: accelerating delivery without compromising quality or safety.
- Proactive partnership: acting as a true extension of your team, anticipating challenges before they emerge.
- Expert communities: structured, high-calibre engineering teams built around deep domain expertise.
- Innovation at the core: we engineer embedded systems where reliability, validation and predictable behaviour matter as much as functionality.
- Strong network in Central & Eastern Europe: to provide a competitive, full-nearshore price combined with bespoke solutions design to our clients.

Proven industry excellence

- A well-established team providing top-end engineering expertise in:
 - Aerospace & Safety-Critical Systems: Building certifiable embedded systems designed for real-time performance, resilience and secure operation in safety-critical environments.
 - Intelligent Mobility: Redefining the driving experience through advanced AI voice control and seamless automotive infotainment.
 - Connected Embedded Systems: Driving the future of domestic appliances by integrating IoT and connectivity into daily-use products.



Targeted sectors

Intelligent Mobility

- SDV
- AUTOSAR
- Domain controllers
- Connectivity
- RTOS
- Integration
- Vehicle platforms



Aerospace & Safety-Critical Systems

- Mission-critical embedded software
- DO-178C
- ARP4754
- Avionics
- Fault tolerance
- Traceability



Connected Embedded Systems

- Embedded systems for smart appliances & wearables
- Embedded UI/HMI
- IoT Platform Integration
- Connected device integration & lifecycle management
- Performance optimization



IoT platforms

Semiconductors

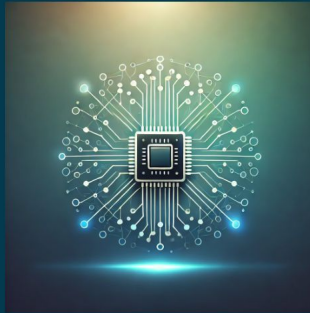


From consulting provider to business enabler

Avel Tech 4.0 : Accelerators & Business Enablers

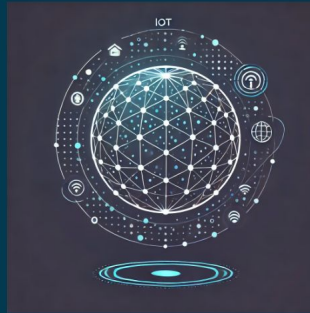
Avel Tech 3.0 : Complete E2E chipset to cloud & data

Avel Tech 2.0 : Embedded systems as a service via **talent expertise**



Foundation

Built for reliability, security and real-time performance from day one.



Evolution

Designed to adapt, connect and stay ahead with continuous upgrades.



Experience

Engineered for seamless interaction, effortless integration and intuitive usability thanks to AI.



Orchestration

Seamlessly connecting development, infrastructure, and operations for scalable delivery.

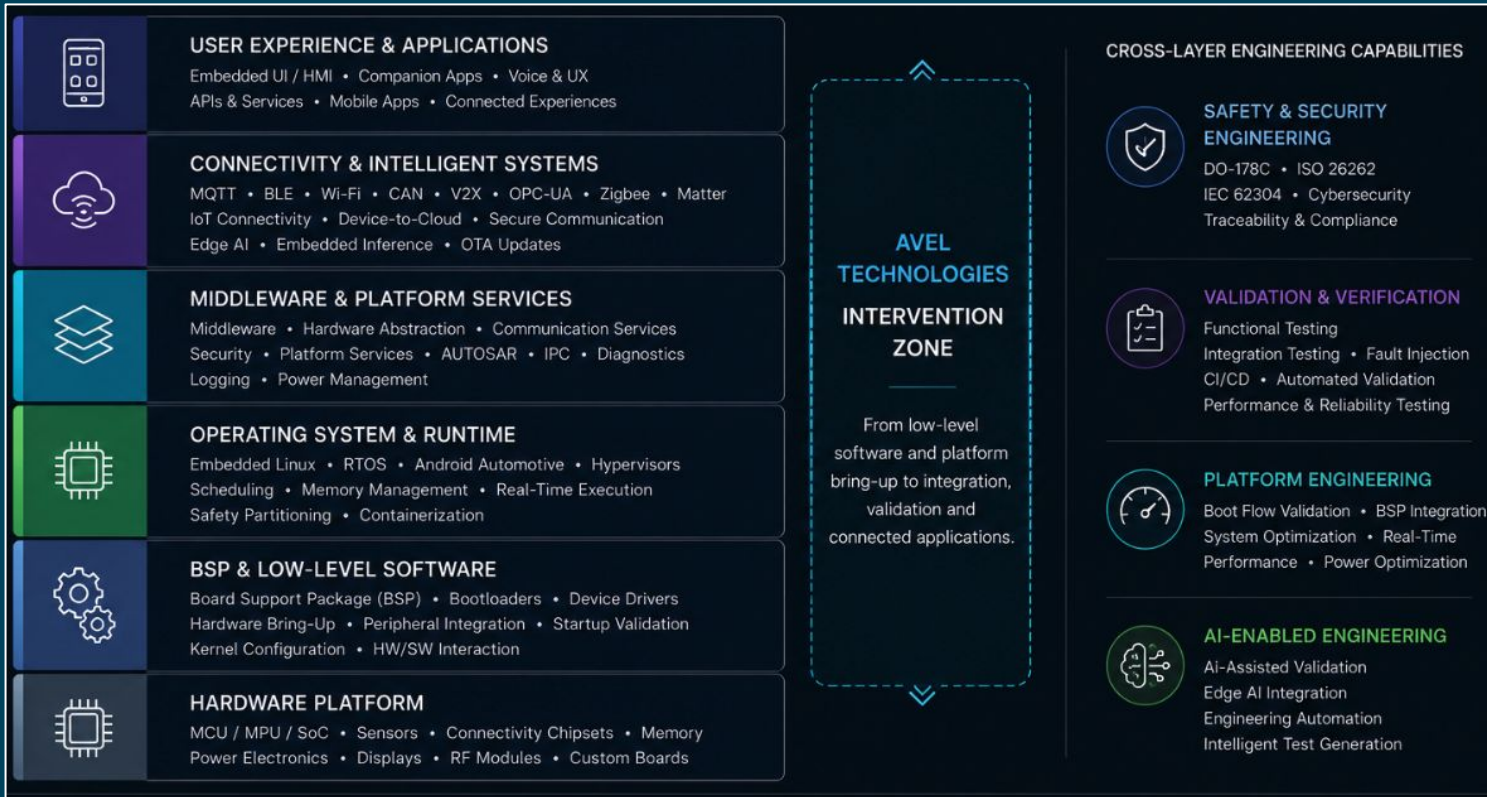


Enablement

Scaling innovation through IPs, platforms, and ecosystems.

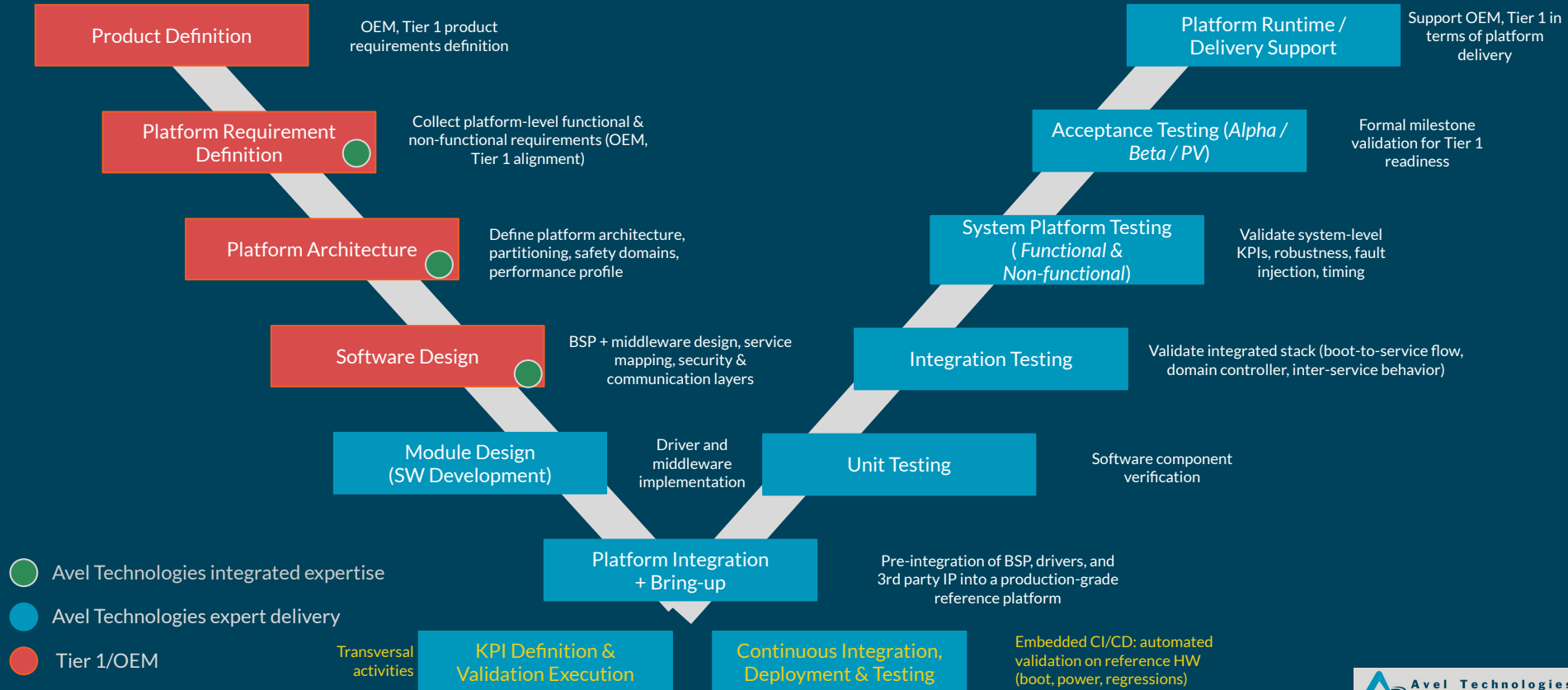


Our expertise





Platform engineering lifecycle





Leveraging AI at Avel Technologies

1 | AI in delivery & engineering

- Automated reports and analytics
- Repetitive-task reduction
- Defect and build-failure classification
- Code and documentation consistency
- AI-assisted code development



2 | Industrial AI capability

- AI embedded into engineering workflows
- Agentic AI workflows
- AI-enhanced CI/CD and integration readiness
- Product-facing AI assistants and bots
- Structured adoption, not ad-hoc tooling

Customer impact — transversal across all AI initiatives

Visible in every workflow: delivery, engineering, integration, validation and customer-facing product support

Faster decisions
clearer project signals

Lower risk
integration readiness

More engineering focus
high-value design work

KPIs driving the AI operating model

Productivity
cycle time • throughput

Quality
defects • build stability

Adoption
usage • workflow coverage

Customer contexts

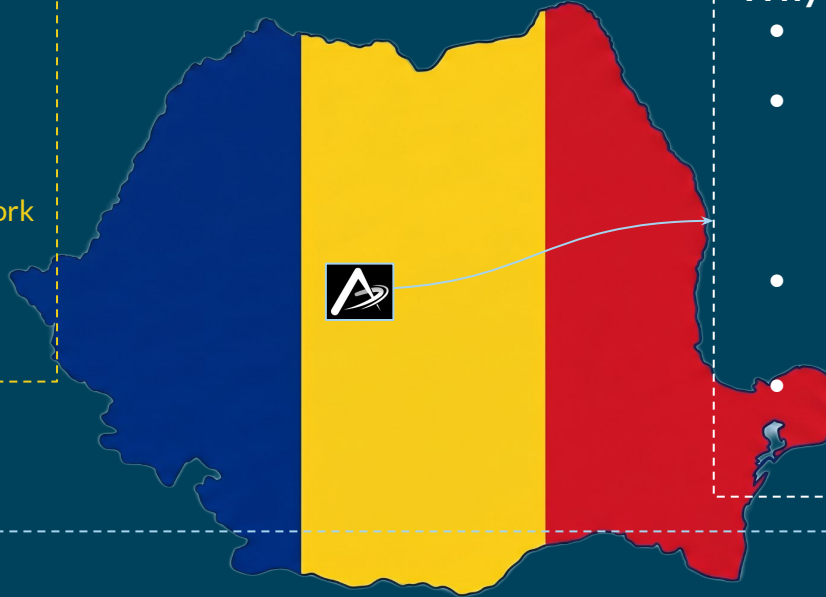




Dedicated embedded engineering teams in our Romanian Centre of Excellence

Why Romania?

- ✓ Deep pool of embedded and IoT engineering talent
- ✓ Up to 40-50% cost advantage versus Western Europe
- ✓ One-hour time difference with France
- ✓ EU regulatory, security and IP framework
- ✓ Strong track record supporting French industrial leaders
- ✓ Expertise in connected devices, smart home technologies and embedded AI



Why Sibiu?

- We can leverage a high-density talent pool of embedded engineers.
- Significant engineering landscape
 - Continental
 - Siemens
 - Marquardt
 - Vitesco/Schaeffler
 - Wisma
- Access to top-tier graduates: 500 graduates per year from Lucian Blaga University of Sibiu.
- Low attrition compared to Bucharest/Cluj (approx 2-3 times lower).

Why Avel?

- 18 years of experience building a delivery team of up to 400 specialists
- 75 seats fully equipped in a secured office
- Deep expertise in embedded systems: Embedded SW and HW, Middleware, Application development



Our delivery models

Onshore

Overview

Teams are located in proximity to the client.

Best For

Projects requiring close collaboration, immediate availability, or adherence to strict regulatory requirements.

Benefits

Minimal time zone differences.
Easier communication and cultural alignment.

Use Cases

Strategic consulting, project management, ad hoc provision of additional skills.

Contract

Avel Technologies Onshore

Nearshore

Nearshored teams in CEE to minimize time zone gaps and optimize cost.

Clients seeking the best specialists at the best cost.

Faster communication and travel.
Reduced cultural and time zone barriers.

Medium-scale projects requiring frequent collaboration.

Avel Technologies Nearshore

Hybrid

Combines onshore and nearshore resources for optimal efficiency.

Complex projects requiring a mix of real-time collaboration and cost efficiency.

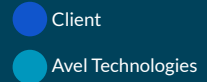
Flexibility to allocate tasks based on complexity and urgency.
Optimized cost and delivery timelines.

Large-scale digital transformation projects.

Avel Technologies Onshore or Avel Technologies Nearshore



Our engagement models



	 Consultancy	 Competency center	 Service center	 Fixed price project
Model description	Flexible engagement model where our employees extend inhouse capacity while all other aspects of the project stay the responsibility of the customer (project management, technical leadership, ...)	Flexible engagement model where we provide a team that is exclusively working for the client, on single or multiple projects/activities.	This model focuses on delivering predefined scope, often governed by strict Service Level Agreements (SLAs) or deliverables to ensure consistent performance and efficiency	Project-based framework where the scope, deliverables, timeline, and cost are agreed upon upfront. We assume full responsibility for delivering the project within the specified constraints, regardless of the effort or resources required
Engagement scope	Task	Project	Program	Product
Pricing model	Time & Material	Time & Material/Rate card Team fixed price per month	Team fixed price per month Work Unit Catalog/ "T-shirt "size"/SLA	Fixed price
Engagement duration				
Customer responsibility	Attribution & control of the activities	Project/activity allocation to Single Point of Contact Project management	Project/activity allocation to Single Point of Contact Service follow-up	Project framing Alignment throughout the project.
Our responsibility	Customer satisfaction and engineer satisfaction follow up, engineer management	Knowledge management Resources management Task/activity management Customer/engineer satisfaction	Project management Task/activity management Customer/engineer satisfaction	Fully accountable for delivering the project Change request management Customer/engineer satisfaction



Sibiu: a strong ecosystem of global & local tech players

Global players



Local specialists



Market insights

- Sibiu has a strong network of companies specializing in advanced embedded software and Android AOSP solutions for the international automotive and IoT sectors
- Sibiu hosts 300+ Embedded specialists, enabled by strong presence of global & local players
- Strong technical background in embedded & software development (automotive, IoT, systems)

Academic potential & future talent pipeline

- Over **1,100 new engineering & IT students** admitted per year at Lucian Blaga University of Sibiu
- Consistent year-over-year growth in technical education (e.g. 35% increase from 2023-2024 for engineering, with IT remaining stable) **~2,000-2,500 active students** across engineering and IT programs

→ Strong, sustainable local talent pool for technical roles



Our recruitment engine

Client request

Understanding and anticipating client needs

Sourcing & Outreach

Proactive sourcing through our database, networking and external channels (LinkedIn, communities, referrals)

Screening & interviews

Screening and interviewing for both (i) **technical ability** and (ii) **soft skills** & cultural fit

Final shortlist

Delivering a shortlist of fully validated and interview-ready candidates aligned with your technical and cultural expectations

Onboarding + Follow Up

Supporting integration, engagement, ongoing development and retention

Predictable delivery: first shortlist typically within 3–7 days from role intake

Our recruitment vision: *Hire the right people for our client and create a culture that attracts and retains outstanding talent.*

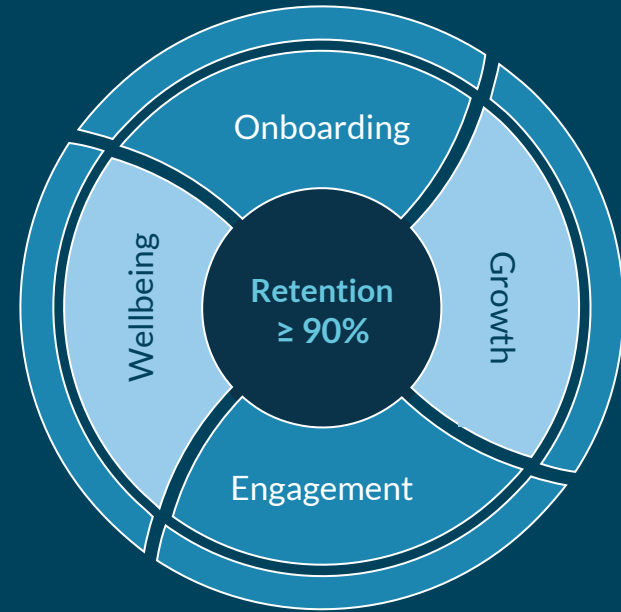
Our Recruitment Strengths

- Access to a network of 23,000+ tech professionals on LinkedIn and in our extended community
- Agile & adaptive recruitment process
- Full recruitment evaluation (rigorous technical assessment + soft skills evaluation & cultural fit)
- Onboarding & retention support
- Continuous training & development focus



Our People framework

- Seamless (pre-)onboarding: our teams are operational from Day One
- Wellbeing:
 - access to medical insurance
 - flexible working schedule
 - open and regular communication
- Growth & personal development:
 - continuous learning through project-based experience
 - an academy program that covers both technical & soft-skills learning path via Udemy platform
- Engagement:
 - team members are encouraged to contribute beyond their roles - involvement in interviews, mentoring or supporting internal initiatives
 - team moments strengthen relationships and trust
 - key employees become shareholders, strengthening long-term engagement, retention and a sense of ownership





Our values

Build trust. Show respect. Be reliable, consistent and transparent. Treat people and the world around you with the same respect and care you would hope for yourself.

Take pride. Remain humble. Uphold the highest technological and ethical standards, while enabling decision-making at the point of client interaction.

Ignite ambition. Have fun! Bring passion, dedication and a strong work ethic into every endeavor, and savor the experience together.



Thank you for your attention