

CONCEPT REPLY - BEX 2026

REPLY SERVICES

PEOPLE

DIGITAL HUMANS

COPILOTS

WORKPLACES

MACHINES

ROBOTICS

AUTONOMOUS
THINGS

IOT & CONNECTED
PRODUCTS

DIGITAL EXPERIENCE

PRODUCT DESIGN
BRAND EXPERIENCE

DIGITAL MARKETING

IMMERSIVE
EXPERIENCES

ENTERPRISE PLATFORMS

ADVANCED
ANALYTICS

INDUSTRY SPECIFIC
PLATFORMS

APPLICATION SUITES
& CX PLATFORMS

AI

FOUNDATIONS

COMPUTING PLATFORMS

DATA PLATFORMS

WEB 3.0

CYBERSECURITY

NETWORK

3D & SPATIAL COMPUTING





IOT AT 360°

What we do

We specialize in **end-to-end Internet of Things solutions** across various domains, enabling our customers to drive the **digital transformation** of physical products, processes, and services.

By integrating sensors, AI, connectivity, and seamless multi-channel communication, we help create smart, data-driven solutions that enhance **efficiency, intelligence and automation.**



**EMBEDDED SYSTEMS
(HW & FW)**



SENSOR INTEGRATION



DEVICE CONNECTIVITY



EDGE COMPUTING



CLOUD COMPUTING



**DATA PLATFORMS &
ANALYTICS**



USER CHANNEL



AI & ML



**PROGRAM AND QUALITY
MANAGEMENT**



Concept Reply

End-to-End Engineering Excellence

Concept Reply brings a uniquely complete capability map to the mobility sector — spanning every layer of the technology stack, from the embedded device on the vehicle to AI models running in the cloud.



Device & Embedded

Embedded Systems · IoT Devices ·
Firmware · Hardware Integration



Connectivity & Edge

Edge Computing · Containerized
Services · OTA Management



Cloud & Data

Cloud Platforms · IoT Platforms ·
Data Lakes · Digital Twins



Intelligence

AI · Computer Vision · Predictive
Analytics · ML Pipelines



Cybersecurity

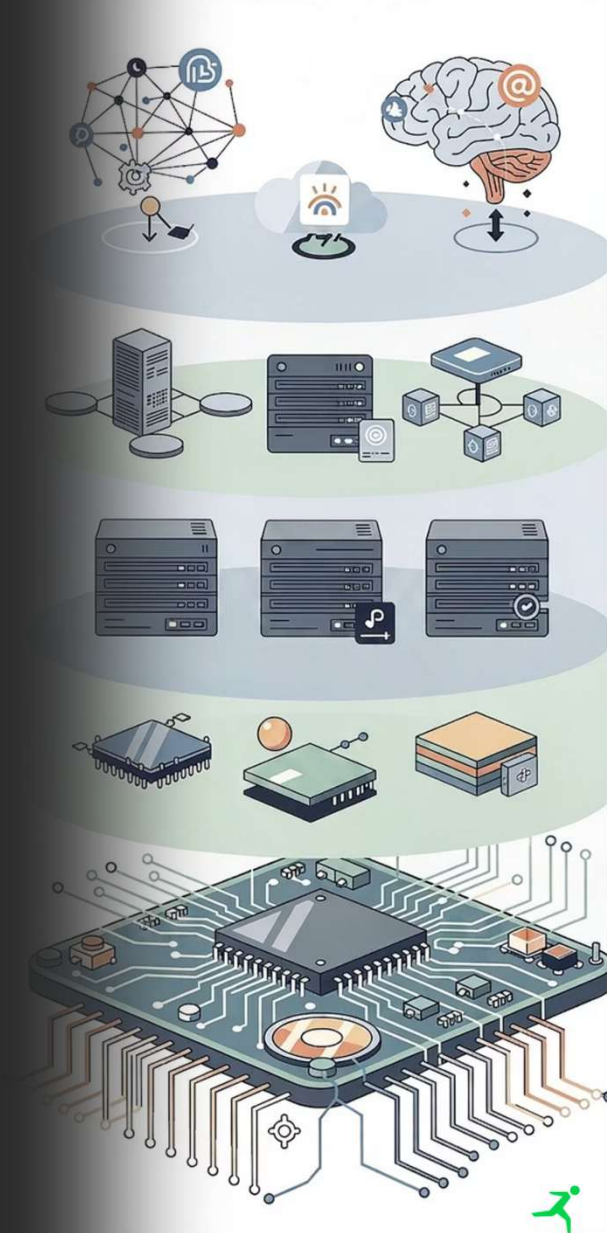
Security by Design · OT/IT ·
Compliance · Zero Trust



Integration & Delivery

System Integration · Validation ·
Program Management · DevSecOps

📄 **One engineering partner across the complete stack.** From silicon to citizen-facing applications.



Our Engineering Services

Professional Competencies Available through a future Framework Agreement



Engineering

- HW Design
- Embedded Software
- Backend Dev.
- Cloud Native
- Mobile Dev.
- Fast Prototyping
- Connectivity expert



Architecture

- Enterprise Architecture
- Solution Design
- IoT Architecture
- Edge Architecture
- Industrial arch
- SDV arch.



Governance

- Project Management
- Program Management
- PMO
- Traceability
- Agile Delivery
- E-Safe
- CMMI / Aspice line guide



Quality

- Validation & Verification
- Integration Testing
- End-to-End Testing



Operations

- DevOps & DevSecOps
- Monitoring
- Release Management
- Incident Management
- L2 and L3 support



Innovation

- Artificial Intelligence
- Data Science
- Computer Vision
- Digital Twins

Flexible delivery teams — from single specialists to complete multidisciplinary engineering squads, scaled to your program needs.



END-TO-END SUPPORT

From Concept to go-live

Support the customers to communicate needs and the concept for the project, both in textual or graphical ways. Study preliminar feasibility and budgetary time and costs implications.

CONCEPT & NEEDS

Define general solution architecture and track all the requirements for the involved components. Perform Threat Analysis and Risk Assessment to define Cybersecurity Goals.

REQUIREMENTS ELICITATION

Define, discuss and document the SW architecture, interfaces between the modules and the specific design of these components.

DETAILED DESIGN

FUNCTIONAL TESTS

Functional testing is performed both manually and with automated tools when possible. Penetration testing can be performed on the single components and global solution.

INTEGRATION TESTS

Automated CI/CD pipelines, connected directly to code repositories, are in charge of quality checks and smoke tests.

SW QUALITY & UNIT TESTS

Each class or module of the SW is tested individually. Static code analysis is in place where needed to ensure compliance with standards and best practices.

DEVELOPMENT

▪ Classic

- V Cycle development
- Model based Systems Eng. (MBSE)
- A-Spice like
- Functional Safety

▪ Agile

- Agile Transformation
- SAFe development
- Agile development (Scrum)
- DevOps development
- Hybrid development

AI applied to Processes

Enhanced SDLC management

ANALYSIS & DESIGN

Agile Assistant

Analyst Assistant

Reverse engineering
buddy

...



rhino.ai

...

CODING

Architect Assistant

Coding Agent

Integration Agent

...



 **GitHub Copilot**

...

TESTING

Test Engineer

Test automation
scripting

Test executor

...



 **TRICENTIS
Tosca**

...

RELEASE & DEPLOYMENT

Deployer

CD/CI Pipeline fixer

Release note
generator

...



 **Released**

...

OPERATE & MONITORING

Clustering &
Resolver

Help desk optimizer

War room assistant

...

KUBIYA.AI

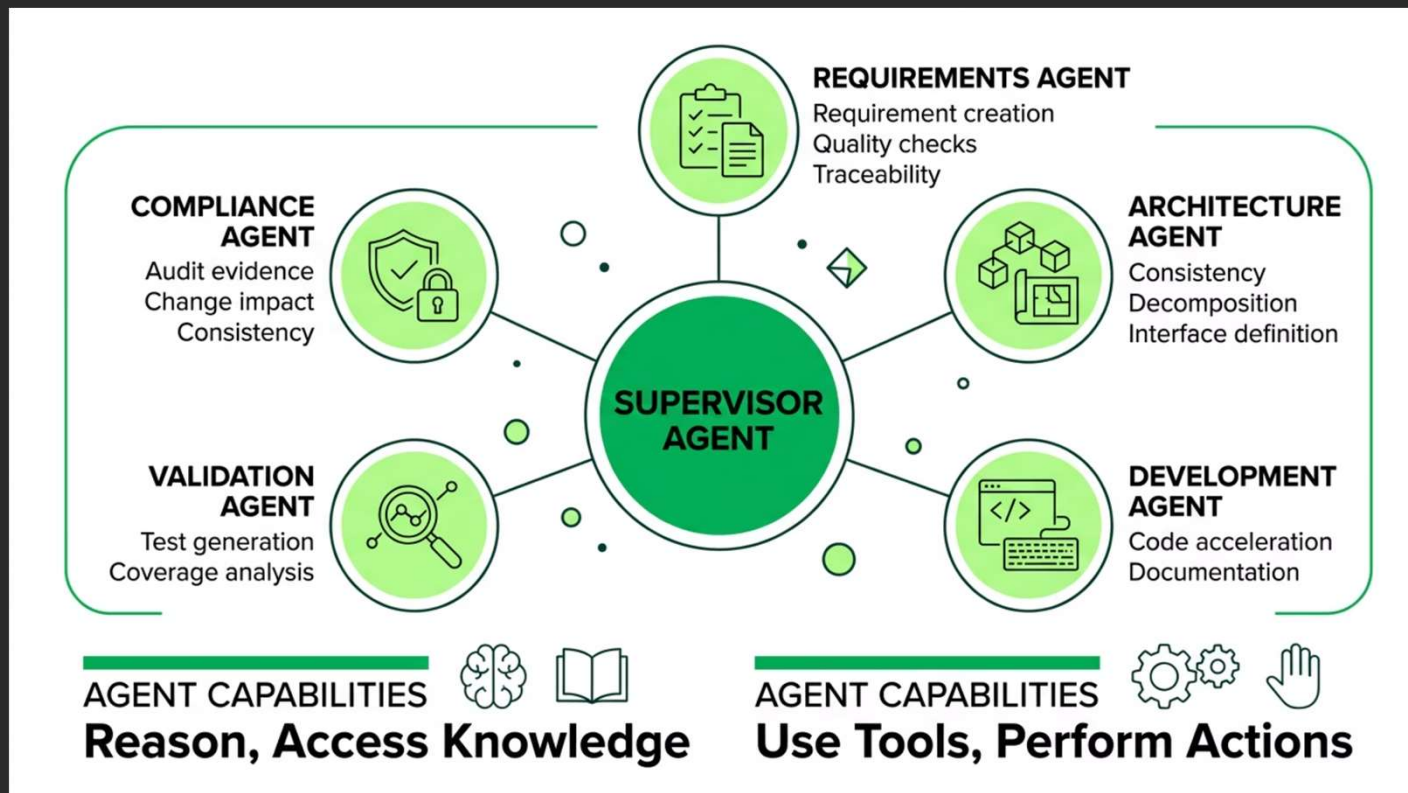


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OUR MULTI-AGENT APPROACH

MULTI-AGENTS SYSTEMS

Multi-Agent Systems: System composed of multiple interacting agents, each with unique capabilities, working collectively to achieve **complex goals**.



Why Concept Reply

Five Reasons to Choose Us as Your Engineering Partner



Engineering Excellence

Rigorous software engineering discipline — from embedded firmware to cloud-native microservices — with quality and validation at every layer



Edge & AI Leadership

Production-grade edge computing and AI solutions already running on vehicles — not R&D prototypes



System Integration

Proven ability to integrate heterogeneous systems — field devices, cloud platforms, and third-party APIs — into coherent architectures



Long-Term Delivery

We build programs, not projects. Our teams remain engaged through operations and continuous innovation — evolving the platform alongside customer's needs

"We don't deliver isolated projects. We build mobility platforms that continuously evolve."



THANK YOU!

Contacts

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