CUSTOM®

YOUR BUSINESS IMPRINT

中国光大

CUSTOM® Group

Hi-Tech Solution Company

Custom S.p.A was founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, with the design concept of building technological excellence that would meet the real needs of customers.

Over 31 years of ideas, research, innovation, investments, and continuous development, oriented towards the needs of people and constantly evolving markets!

32
Patents

660+
Professionals

Countries with Custom solutions
76

5
Manufacturing plants

Vision

Creating solutions that provide value and benefits to those who use them.

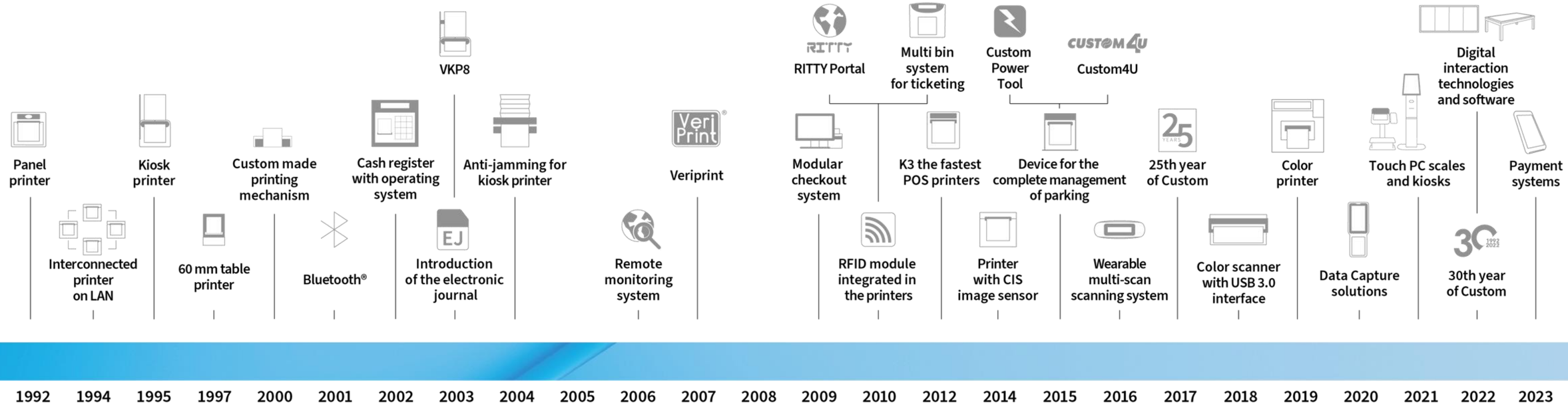
Mission

Making technologies simple and accessible to everyone: this is the meaning of innovation.

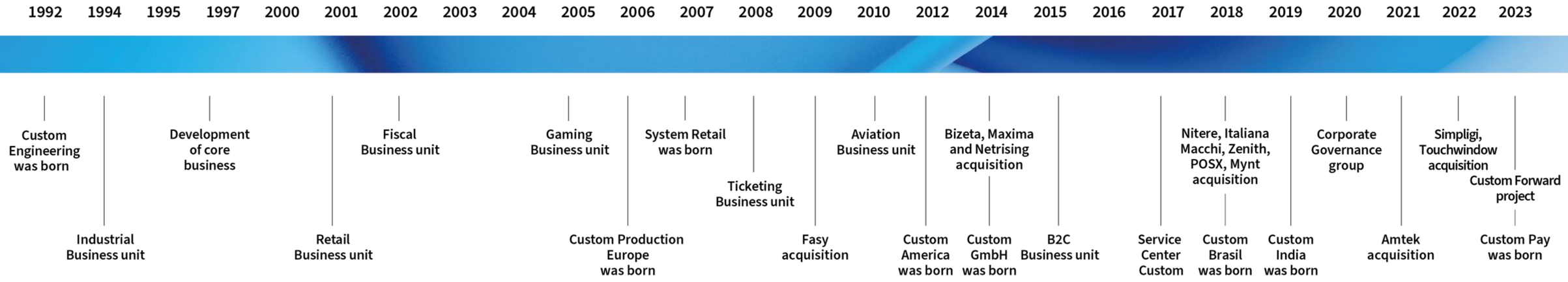
Values

People are at the center of the company's project and growth.

The "digital future" will no longer be a distinctive element,
but the minimum requirement to be competitive in international markets.



from 1992 to 2023



Solutions that support ideas

Automation of public services in vertical sectors

Retail

Aviation

E-government

Parking

Entertainment

Fiscal Retail

Public Transport

Logistics

Postal

Manufacturing

Hospitality

Banking & Finance

Lottery & Betting

Self-payment & Info Kiosk

Healthcare

Strategic assets

Innovation stems from research

A staff of over 250 engineers, technicians, and developers, whose technological challenges are increasingly advanced.

Applications, software suites, and dedicated platforms

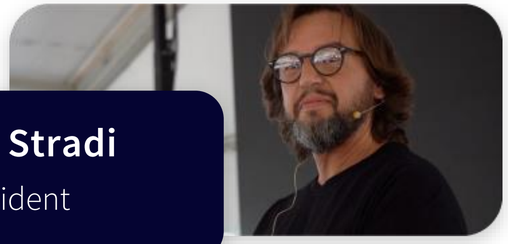
A "software & payment factory" oriented to the new needs and trends of the markets.

A global support network

A global network of assistance and multilevel support, up to on-site assistance.

A Hi-Tech Solutions Company focused on **sustainability** and an **excellent customer experience.**

Executive team



Carlo Stradi
President

Alberto Campanini
Vice President

Luca Bonani
Chief Executive Officer

Alberto Frigeri
Administration, Finance, Planning & Control

Rosanna Sarcina
Corporate Governance & Special Projects

Nicola Ciarlante
BU Hardware Off-the-Shelf (OTS)

Stefano Amorosi
BU Hardware Tailored

Andrea Preite
BU Software

Andrea Faggioni
BU Service

CUSTOM® Group

CUSTOM®
Development of Solutions for point of sale and public service automation

CUSTOM® AMERICA
Distribution and Post-sale assistance of all Custom solutions in North/Center/South America and Canada
90%

CUSTOM® GMBH
Distribution of all Custom solutions for the DACH market
100%

CUSTOM® INDIA
Distribution of all Custom solutions for the indian market
100%

CUSTOM® BRASIL
Produzione e distribuzione della gamma di soluzioni Custom per il mercato brasiliano
100%

CUSTOM Pay
Pay-tech company specialized in electronic payment systems for the Retail and Hospitality sectors
90%

simpligi
Software and technology development in regards to payment methods and food stamps
70%

AMTEK
Production and distribution of unattended, self-service solutions for end user service automation in regards to Retail, GDO, and Healthcare
70%

CPE
Production and distribution of all Custom solutions for the european market
100%

SYSTEM EVOLUTION RETAIL
Development and integration of software, hardware and mobile solutions in regards to GDO and DO
68%

netrising READY TO RISE
Development of digital projects, including web marketing, communication, social, visual and CRM consultancy
52%

TOUCHWINDOW
Visual technology development and integration, and digital interaction software
70%

BRANDS

ITALIANA MACCHI
ZENITH
POSX
mynt
FaSY
bizeta

Internationalization

Global presence

The Group is constantly evolving, both in terms of the growing geographical presence in strategic markets and through the expansion of technological solutions offered.

Customization capabilities

Customization means building ad hoc machines and solutions based on customer needs.

Listening, creating, designing, industrializing, producing and supporting are the essential elements of **Custom DNA**.

We develop **ODM** (Original Design Manufacturer) products for some of the most important technological multinational corporations.

HW DEVELOPMENT

Design
Planning
Prototyping
Industrialization

SW DEVELOPMENT

Firmware
Software
Drivers
SDK and Config tools

SERVICES

Warehousing
Operations
Help Desk & on-site service
SPOC

ODM Solutions

Some references

NCR

hp

Olivetti

DIEBOLD NIXDORF

TOSHIBA

Sisal

IGT

SMARTMATIC

Posteitaliane

Public transport and events

Technologies that make a mark **in everyday life**

- Boarding pass and luggage tag printers and readers, with operator or self-service
- Printers and readers for informational kiosks and automated ticketing
- Printers and readers for admission tickets
- Printers, readers and parking meter systems
- Information display systems, kiosks and digital signage
- Recharge, collect and delivery systems through lockers

Public transport and events

Aviation

Some references

550 airports and 250 airlines worldwide

Complete solutions for the Aviation sector that simplify the boarding procedures, thanks to boarding passes and luggage tags printing and reading and self-service baggage weighing systems.

Informative kiosks, recharge and deposit lockers, visualization and entertainment systems.

Public transport and events

Railways and highways

Presence in automatic and controlled ticket offices on railway and motorway networks.

RFI RETE FERROVIARIA ITALIANA
GRUPPO FERROVIE DELLO STATO ITALIANE

Custom has been a partner of "Rete Ferroviaria Italiana" since 1999.

Some references

- Amtrak USA
- DB Germany
- SNCB Belgium
- Autostrade per l'Italia
- OBB Austria
- Renfe Spain
- CD Czech Republic
- Indian Railways
- SNCF France
- Vinci Autoroutes
- Ativa

Public transport and events

Entertainment

From ticket offices with operator to self-service kiosks, Custom's printing and reading solutions meet the needs of sporting, musical and cultural events.

A range of entertainment, visualization and informational products complete the solution.

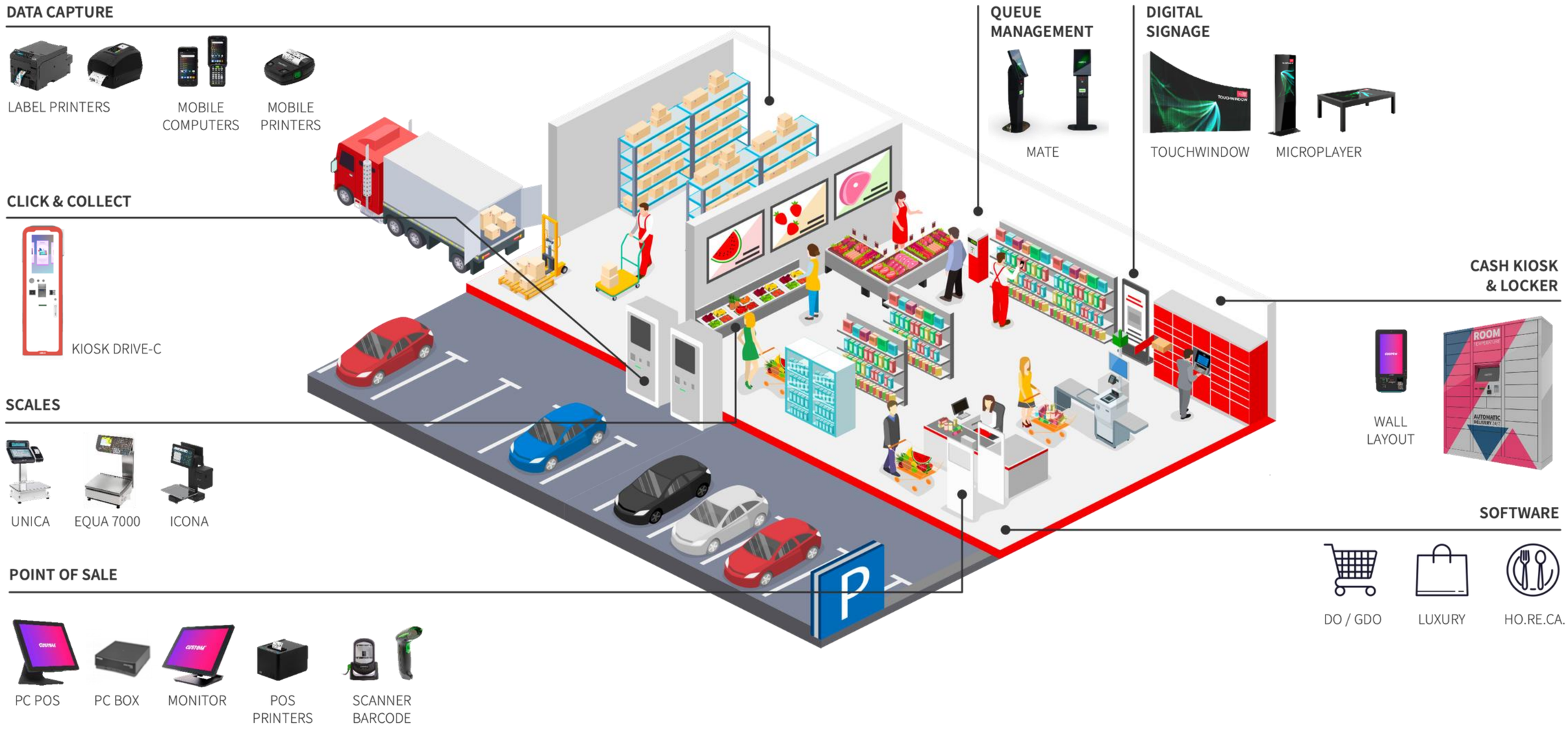
Some references

DC/POS

Unique solutions for excellence in **customer experience**

- POS terminals
- Fiscal printers
- Cash registers
- Scales
- Mobile terminals
- Barcode readers
- Label printers
- Self-service kiosks
- Lockers
- Cash management systems
- Software solutions

A global offering for the Retail automation



Retail software platforms for Fashion & Luxury and Grocery Retail

Keep Up Suite
The application designed for small restaurants, coffee bars, B&B, shops in general and itinerant retailers.

Bizeta OneStore
The omnichannel, highly innovative and flexible retail software platform, which improves in-store performances.

Bizeta Retail Profit Protection
Algorithms of forensic analysis and data-mining technologies to identify fraud and protect profits in retail.

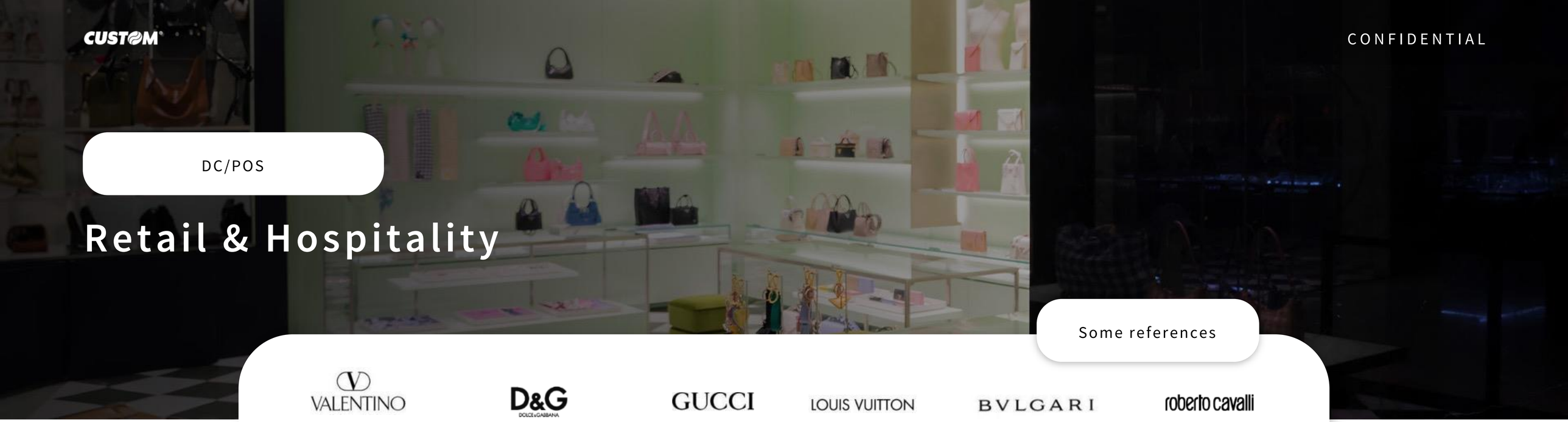
Bizeta GShop
The complete management solution for clothing stores, from receipt to online shop.

Hyperetail
The new software dedicated to the Retail market, connectable to scales, cash management systems, and kiosks.

Bizeta Gemini
The in-cloud software solution to make any existing POS application mobile and omnichannel.

System Retail - Suite EVO
The software solution to manage the cash barrier and the entire point of sale quickly and easily.

System Retail - OneStore
The Retail solution with microservices architecture, interfacing with various systems.



DC/POS

Retail & Hospitality

Some references

VALENTINO
D&G
GUCCI
LOUIS VUITTON
BVLGARI
roberto cavalli
TOD'S
ck Calvin Klein
MaxMara
GUESS
LACOSTE
Jean Paul GAULTIER
DATCH
DIESEL
SASCH
ZUIKI
UNITED COLORS OF BENETTON.
Von Dutch
LOVABLE
CALZEDONIA
GOLDEN LADY
EURO Spin
DESPAR
coop
CONAD
Pam PANORAMA
TIGROS
AUTOGRILL
ATAHOTELS
NaturaSì
TRONY

Lottery & Betting

Top performance and **secure digital gaming experiences**

- Gaming terminals for lotteries, sports betting and entertainment devices
- Printing, scanning, decoding, and ticket management solutions
- Gaming systems with operator or self-service kiosks
- Visualization and entertainment systems

Professional Printing Solutions

Professional printing and data collection systems
for **complete process management**

- Printers for reports, diagnostics, and tests
- Printers for self-service tickets and receipts
- Terminals and tablets for data collection
- Multi-format label printers
- Portable printers and mobile computers
- Document scanning systems

Lottery & Betting

Ad hoc customized systems and solutions for major players in the lottery, sports betting, gaming, and utility payment sectors.

Some references

Sisal
SNAITECH
LOTTOMATICA
CIRSA
IGT
SINGAPORE POOLS
Entain
EUROBET
loterie nationale
intralot
Ladbrokes
LOTERIJA SLOVENIJE
LOTERÍA

Professional Printing Solutions

Custom's professional printing solutions are a global reference for reports and receipts printing and reading in many industrial sectors, where quality and performance are needed.
A wide offer of printers, readers, scanners and accessories, all reliable, compact, equipped with software and tools for an easier integration and to better adapt to the most varied applications and conditions of use.

Some references

- Postal
- Parking
- HR Kiosk
- Automotive
- Self-Rental
- Reverse Vending Machine
- Access control
- Payment
- Petrol Station

Service Center Custom

187
SCC
(Service Center Custom)

560
Technicians on site

72.000
Closed tickets
(annual average)

120.000
Managed calls
(annual average)

98%
% of compliance
with the SLA

95%
% customer
satisfaction

Full-service support

Help Desk

Dedicated to

Resellers

For

Support for all Custom Group products

Tools

- Unique assistance number
- Premium number
- Worldwide assistance number
- Custom4U web portal

SPOC

Dedicated to

Executive clients

For

SPOC 360° for the point of sale

Tools

10+ dedicated numbers

On Site

Dedicated to

Executive clients

For

Point of sale assistance

Tools

Operation portal and SCC:

- Dedicated number
- Premium number
- WEB Operations Portal
- 560 technicians on site

CUSTOM®

THANKS.