



## COMPANY PROFILE

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MT Distribuzione



**DISTRIBUZIONE**

*We distribute out of passion*

PASSION AND ENTHUSIASM ARE  
THE INGREDIENTS FOR A FRUITFUL  
COLLABORATION.

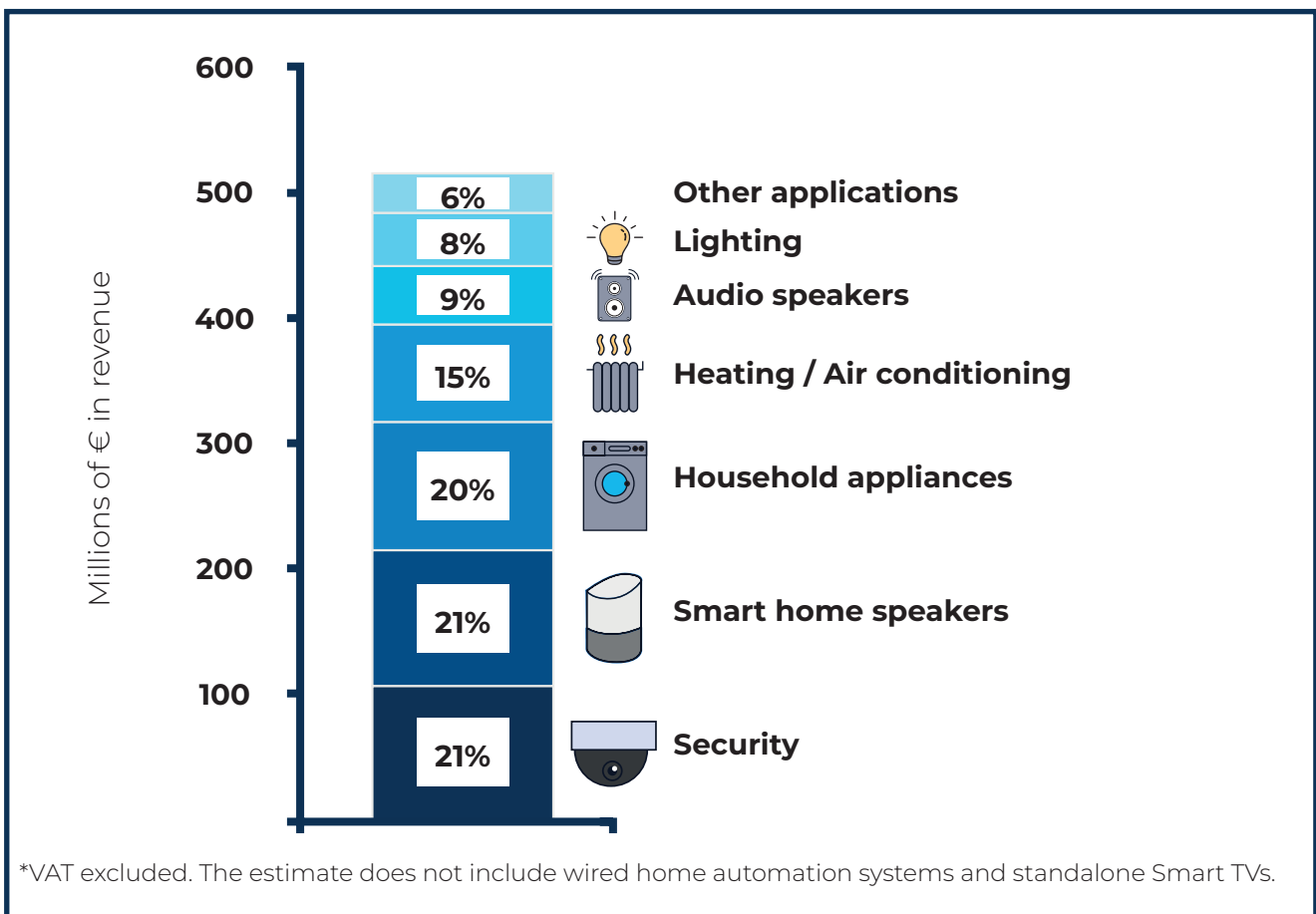
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# Smart Home products, the secret of big tech to revolutionize the market: how professionals can benefit from them

The **smart home** market has reached **505 million euros** (excluding VAT) in Italy alone, marking a **35% increase in the last 3 years**. It's evident to everyone that technology has radically changed our daily lives. Anything related to the internet enables a speed of communication and interaction that we could only imagine 20 years ago. The advent of voice assistants and the close relationship that consumers have built with these tools in recent years has opened up new business prospects connected to them.

This new trend has caused all telecommunications **players, media giants**, network operators, major tech companies, and e-commerce big companies to mobilize funds and resources, **focusing their attention on the home automation sector**



Source: Politecnico di Milano / Department of Management Engineering



The sudden consumer interest has triggered a race among major brands to flood the market with new solutions. Faced with this explosion of **home automation products**, the end user is at risk of feeling disoriented, full of doubts, and lacking technical expertise. Consequently, the value of installers as specialized professionals significantly increases. They are **increasingly called upon** to perform complex interventions to integrate different systems and are forced to respond to consumers' increasingly demanding requests

In the home automation supply chain, installers who aspire to become smarter and align themselves with the cities and homes where they operate become true consultants for the end user. We can talk about an extensive product catalog, often more lucrative than selling all unconnected devices, and which today is sometimes an **untapped territory**, reserved for the few who are willing to make the technological leap

## The BEST FIELDS OF APPLICATION

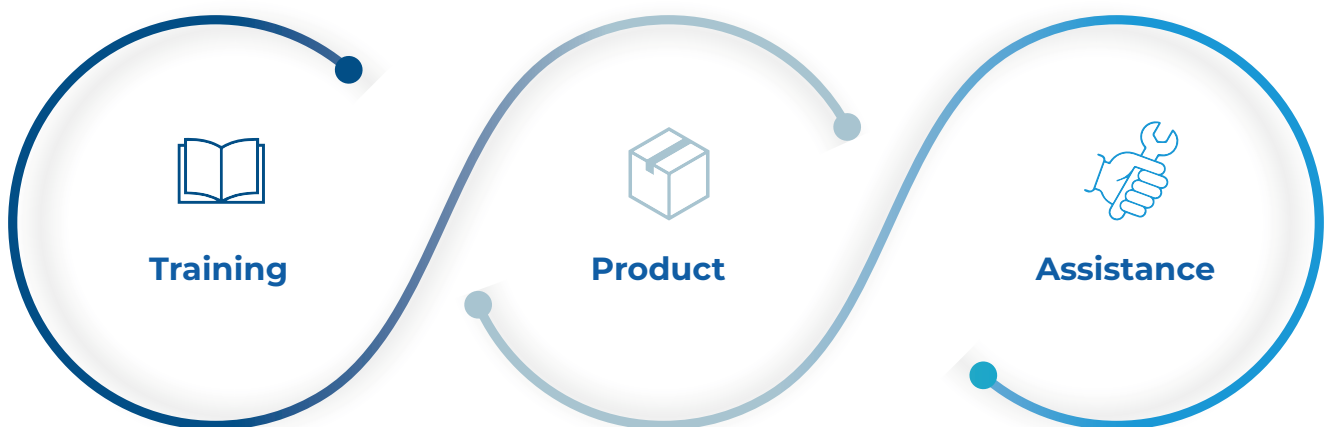
The cornerstones of the industry remain **security, intrusion detection, and video surveillance**, and their added value increases when we integrate different devices with assistance services, which are essential especially for the over 70 age group and for individuals who are not self-sufficient. There are multiple on-field applications, and to simplify their use, there are **touch screen panels or voice commands**

# MT Distribution's **formula** for **growing installers** and **partner companies**

Each year, we collaborate with over a thousand VAT-registered businesses in sectors related to electrical and plumbing installations, system integrations, IT companies, and telecommunications. Gradually, we have observed an exponential growth pattern in demand related to home automation systems

The industry manufacturers continue to release new products, which for professionals translate into additional possibilities for interconnection between devices but, on the other hand, also result in a growing complexity of the tools themselves. The end consumer benefits from this, but often the **reference technician**, despite putting in a lot of effort to stay updated, **struggles to keep up with all the sector's innovations**. In the long run, this dynamic erodes the number of solutions that the professional can offer, and slowly, without realizing it, they find themselves becoming outdated or out of touch with the market.

Working side by side with installers for over 25 years, we have tested and experimented with various approaches to address this deeply felt issue. Simply providing the product only serves to confuse and generate even more confusion..



A long-term solution that benefits the professional is to provide the **product** along with continuous assistance and training services. In fact, having an authoritative point of reference in the in case issues arise, greater confidence in accepting complex installation proposals, and tops it all off with ongoing updates.

## THE 3 TYPES OF SUPPORT



**PHONE SUPPORT:** For common and routine issues, providing practical help to resolve obstacles quickly. For installers, this translates into more effective interventions and significant time savings in their daily routine.



**REMOTE SUPPORT:** For specific requests where the technician needs visual feedback by directly connecting to the systems in order to identify and resolve the issue. Analytical eyes on the equipment to untangle knots and eliminate potential bottlenecks.



**ON-SITE SUPPORT:** Working side by side with the installer to achieve maximum control and assistance, typically used for more complex installations where a greater level of planning and analysis is required to maximize resources and tools for completing the job.

I strongly believe in this approach, so much so that in the company I founded, MT Distribuzione, we have **technicians who are constantly trained and certified**, dedicated to serving installers and companies, one for each area of expertise

We have seen how two fundamental elements of the formula for success are undoubtedly a valid and tested product, along with fast and certified support. The point that completes the circle and solidifies it is continuous training, an aspect that the busiest professionals struggle to cultivate.

To overcome this difficulty, we have developed a **multi-platform learning system** that starts with the traditional classroom course and also includes video courses for our partners, as well as free video tutorials that we publish on our social media channels, from YouTube to Facebook. We do this because constant updating is the cornerstone that professionals need to develop new opportunities. Often, in different courses, **we start from scratch** and guide students step by step in acquiring **new skills**.



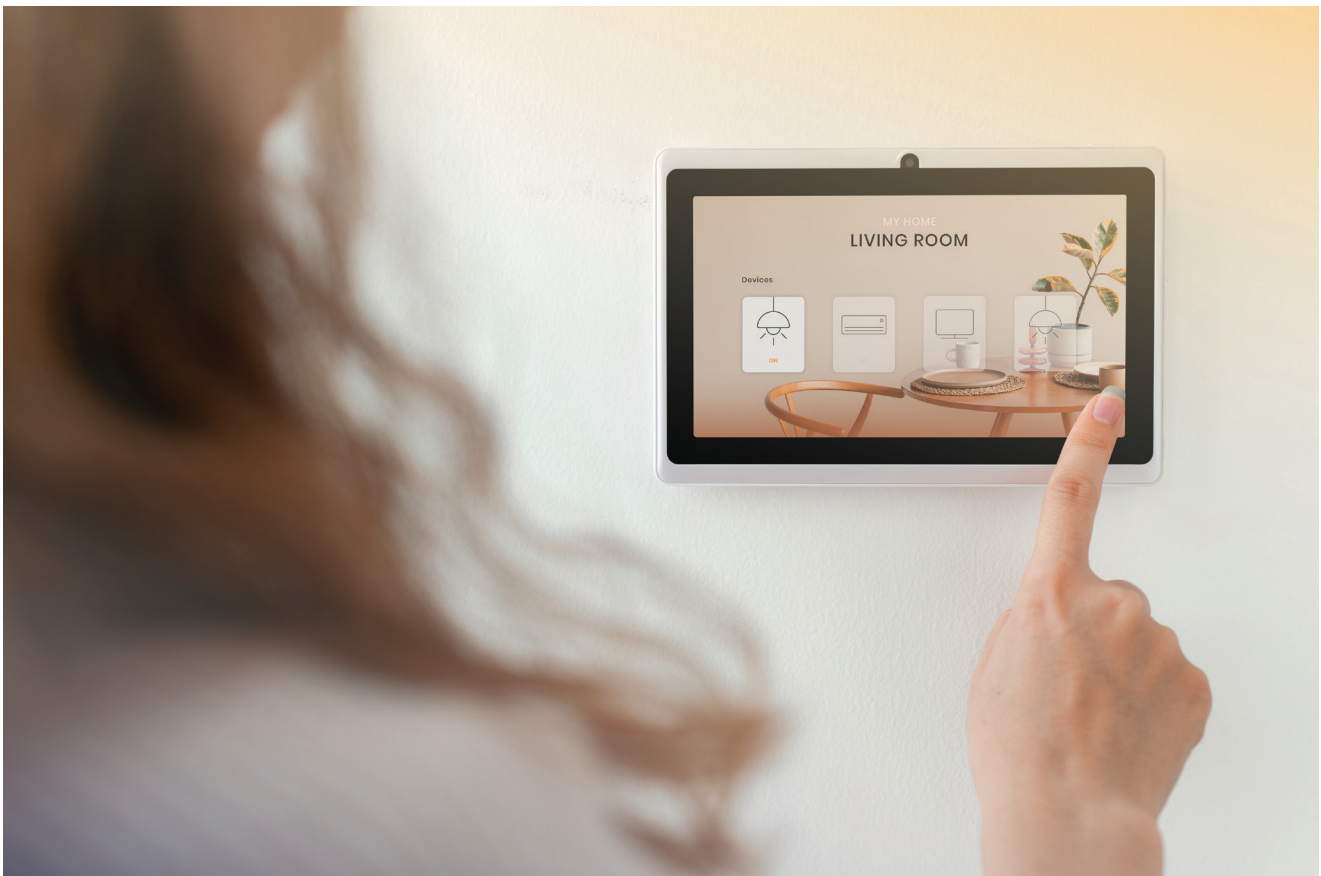
**Tiziano Mantello**

The founder of MT Distribuzione

# How has the **consumer** **changed** in recent **years**?

Among the many novelties that have accompanied us in recent years, there are **interesting trends** related to the end user. The first is the re-emergence of the **home** as the center of **citizens' attention**, while the second is the exponential **growth** of **digital culture**, even for those categories that until a few years ago were accustomed exclusively to analog tools..

The new generations use “smart” devices daily, and for these types of users, remotely controlling digital objects is a functionality that ideally should be the default. The future is inevitably represented by this type of user: **“digital natives”** accustomed to naturally harnessing the possibilities offered by technology.”.



According to the latest data, as of 2020, **almost one in two Italians already owns a smart object at home**, and the numbers are continuously growing. **62%** of them would like to purchase or have a **service associated with connected devices installed**, while over 30% would be willing to receive professional assistance for configuration, especially for services related to medical assistance and **energy consumption optimization**. An example is smart thermostats, remote-controlled outlets, or smart lamps, which can be used to set a daily routine at the user's discretion to activate the system only when strictly necessary.





This phenomenon is also driven by the renewed consumer awareness of **environmental impact issues**. The key is to leverage the **opportunities offered by home automation** to promote energy savings while ensuring consumer comfort, a mechanism that drives and connects a range of sectors that until recently did not communicate with each other, such as video surveillance, automation, lighting, intrusion detection, and telecommunications. The goal remains to automate everyday household processes, optimize resources, and avoid forgetting those small daily tasks through the coordinated use of all intelligent tools in the home.

## The **110% Bonus** and hidden opportunities

It is one of the biggest opportunities offered by the Relaunch Decree, the Ecobonus or Superbonus promotes energy efficiency retrofit projects at 'zero cost,' either by transferring the tax credit or requesting a discount on the invoice



Once the 'leading' works, such as insulating the building with external thermal insulation, are completed, **it is possible to add building automation** projects, such as the **installation and configuration of devices for remote control** of heating and summer air conditioning systems. To be considered eligible projects, the devices must meet certain technical criteria:

- They must be remotely controllable.
- Energy consumption should be viewable through periodic data readings.

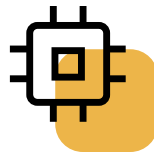
They must display current operating conditions and the temperature settings of the systems.

If the devices meet these standards, **it will be possible to include the supply** and installation of all electrical, electronic, mechanical equipment, and **all necessary masonry work** as part of the Ecobonus expenses.

# Integrable Solutions



HOME & BUILDING  
AUTOMATION



AUTOMATIONS



VIDEO SURVEILLANCE



INTRUSION  
DETECTION



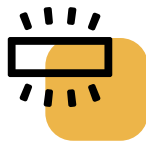
FIRE DETECTION



NETWORKING



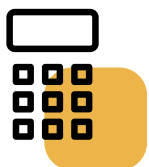
TELECOMMUNICATIONS



LIGHTING  
TECHNOLOGIES



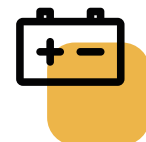
CABLES / FIBER



ACCESS  
CONTROL



SOUND  
DISTRIBUTION



UPS (Uninterruptible  
Power Supply)

The integration of systems, the correct approach, and the right tools are the keystone to succeed in a competitive market



# TRAINING

## Multichannel training, to stay constantly updated

### Live training:

An immersion in the new products

- **CLASSROOM TRAINING COURSES:** The classic formula for technical updates on products, simulating usage scenarios to make the trainee self-sufficient, confident, and specialized;
- **EVENTS AND COURSES:** The pinnacle for immersing oneself in all the sector's innovations, where you can interact directly with manufacturers to understand not only the device functionalities but also future updates and the company's vision for the industry. These events are reserved for professionals and partner companies only.



## Online training

New content every week



### MT ACADEMY

Specific webinars on a topic, 1 or 2 hours of live streaming content explaining in detail one or more products with various usage scenarios;



FIND MT HERE

### FIND MT HERE

A format on our YouTube channel where you can find unboxings and brief product reviews, allowing you to quickly determine if that device is suitable for your needs;



MT TECHNICAL PILLS

### MT TECHNICAL PILLS

A format on our YouTube channel that, thanks to short technical capsules, helps understand the features of a product, ideal for those who need to see a technical tutorial, potentially even on-site, and don't have time to consult bulky manuals;

## Our Podcast

New content every week.



# RESEARCH AND DEVELOPMENT

## MT Distribution's Perspective



The first phase is driven by **active research**: a detailed analysis of both what manufacturers offer and what piques the interest of the end user. All of this allows us to capture market trends. Sometimes, it's the same **professional partner company** that asks us how to find an **original or more efficient solution** to a given issue. This is an excellent input for us and allows us to work on what our customers truly need;

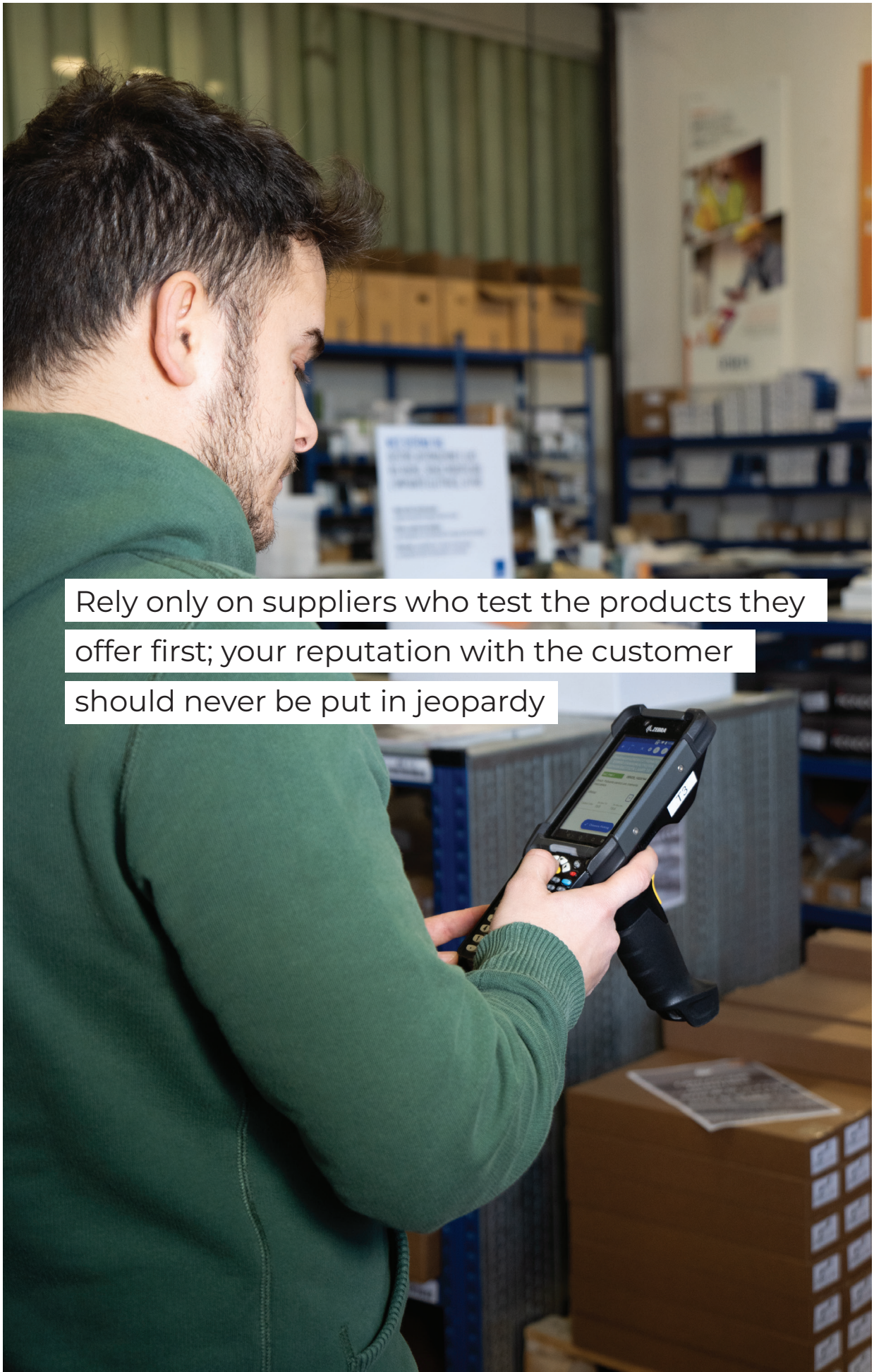


Once a new product of interest is identified, we move on to the **laboratory testing** phase, where the technical department comes into play. Together with the research and development team, they test the product in all its functions and conduct a stress test;



After confirming that all selection standards have been met, we move on to the commercialization phase. This process **ensures that our partners receive only devices that have already been approved** by us, avoiding unpleasant surprises during installation.





Rely only on suppliers who test the products they offer first; your reputation with the customer should never be put in jeopardy

# 360-DEGREE SUPPORT

## The Beating Heart of a Distributor

To ensure a fruitful collaboration between the distributor and the professional or partner company, it is necessary to provide **diversified support**, ranging from logistics management to commercial, administrative, and technical support. MT Distribuzione has made this one of its pillars and has chosen to develop support divisions based on **expertise areas**.



**PRE-AND POST-SALES TECHNICAL SUPPORT:** a team of trained and certified technicians, one for each area of expertise, available to customers to provide various types of assistance:

**TELEPHONE TECHNICAL SUPPORT:** for common and routine issues, offering practical help to resolve obstacles quickly. For the installer, this translates into more effective interventions and significant time savings in daily routines;

**TELEMATIC TECHNICAL SUPPORT:** for specific requests where the technician needs visual feedback to identify and resolve the problem. Analytical eyes on the instrument to untangle knots and eliminate potential bottlenecks. Data on how many we have done in a year

**ON-SITE TECHNICAL SUPPORT:** working side by side with the installer to achieve maximum control and support, typically used for more complex installations where a greater level of planning and analysis is required to maximize resources and tools to complete the job.

**600**

The interventions that our technicians perform every year





**FRONT OFFICE TELEPHONE SUPPORT:** for a quick handling of all issues related to quoting, administration, and logistics. The front office team processes hundreds of requests every day to resolve the obstacles that usually consume a lot of time for professionals.

**170**

le chiamate gestite in entrata ogni giorno.

**2,8**

secondi, l'attesa telefonica media dei nostri clienti.

**SUPPORTO COMMERCIALE:** per avere un consulente corretto, collaborativo e disponibile in grado di soddisfare le richieste nel rispetto di tempi e costo. Una volta assegnato un commerciale di riferimento sarà più semplice affrontare insieme tematiche legate al prodotto e a nuove soluzioni.

Invia una mail a [info@mtdistribuzione.it](mailto:info@mtdistribuzione.it) per **\_schedulare un appuntamento.**

**SUPPORTO CONSULENZIALE:** Nel caso in cui un partner avesse da gestire un impianto particolarmente complesso o di dimensioni importanti e fosse incerto su quale prodotti installare o come sviluppare il progetto, è possibile richiedere il supporto combinato del tecnico e del commerciale. In questo caso sarà possibile partecipare attivamente al sopralluogo di verifica e valutare insieme la soluzione più adatta.



# SHOP ONLINE

How to save time on each individual order.

**B2B E-Commerce** by MT Distribuzione, exclusively for industry professionals.

A practical and fast platform where you can easily browse, choose from over 50,000 products, and place orders independently.



**Scan the QR code to register, view all prices, and receive personalized quotes**

**or go to**

<https://www.mtdistribuzione.it/register-check>



Do you prefer to have direct contact for discussions?

**CONTACT OUR OFFICE** by phone at +39 045 509826 or come visit us at our operational headquarters at Via Roveggia 79, 37136, Verona. After the initial contact, you will be assigned your **DEDICATED SALES REPRESENTATIVE**, with whom you can interact for all matters related to the products and services you need.

# Why **collaborate** only with **certified suppliers**?

To select a new supplier, it's essential to ensure that you are dealing with a professional, competent, and reliable company, especially if the products and services they offer have a significant impact on your workflow or could result in errors or delays..

**Two tangible symbols** of a company's commitment **are positive testimonials and certifications.**

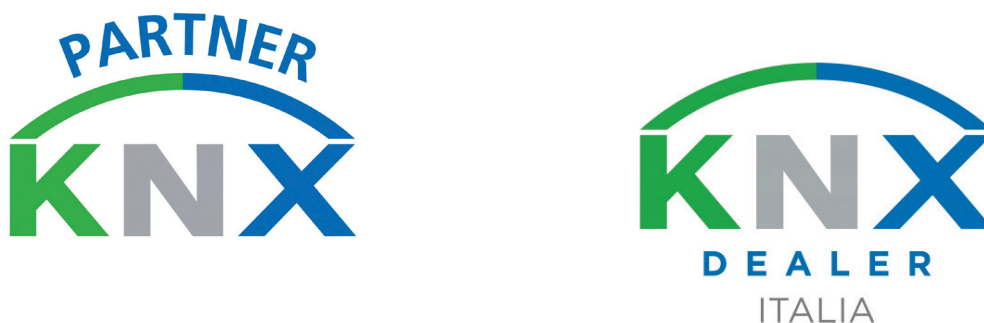
One must choose a trustworthy partner, but among all those who present themselves, how can one recognize them?

The issuance of certifications is managed by a third-party entity that conducts all necessary verifications and ensures that standards are maintained over time through inspections and periodic renewals. The procedure is in place to guarantee that the evaluation process is conducted objectively.

MT Distribuzione Srl is certified according to the **UNI EN ISO 9001** standard and provides a defined service through the performance listed in the Service Charter.



We are **KNX DEALER**, and our technicians are certified **KNX Partners**. This allows us to operate and provide comprehensive support across all major brands



A friendly and collaborative environment that ensures the utmost transparency and professionalism. This is why we have been chosen by national and international brands as official distributors

## CAN I COLLABORATE WITH YOU EVEN IF WE ARE BASED OUTSIDE OF YOUR PROVINCE OR REGION?



**Of course!** We have professionals and partner companies throughout Italy, and we can deliver products **within 24 hours across the entire peninsula**. Thanks to digital tools, we can also provide certified technical **support** over the **phone** or **online**.

**24-HOUR DELIVERY THROUGHOUT THE ITALIAN TERRITORY!**

## HOW CAN I CONSULT AND PURCHASE YOUR PRODUCTS?

Our website [mtdistribuzione.it](https://www.mtdistribuzione.it) is an **E-Commerce platform reserved for industry professionals**, with over **50,000 products available**. You can access product information with just a few simple clicks and make purchases independently. All you need to do is register on the website and wait for approval to see all the prices.

Visit now at <https://www.mtdistribuzione.it/register-check>



**SCAN THE QR CODE  
TO REGISTER**

If, on the other hand, you prefer a more **traditional solution**, you just need to contact the office by phone or send an email with your **request for a quote or order**

## HOW CAN I CONTACT YOU?

**PHONE:** +39 045 509826

**WHATSAPP:** +39 045 509826

**FAX:** +39 045 581225

**EMAIL:** INFO@MTDISTRIBUZIONE.IT

Scan the **QR code** to  
**contact** us on **WhatsApp!**

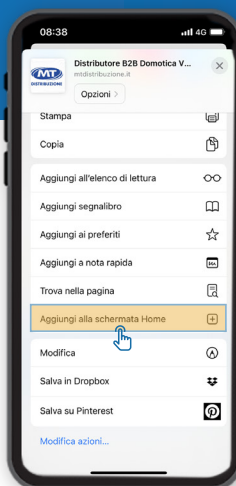
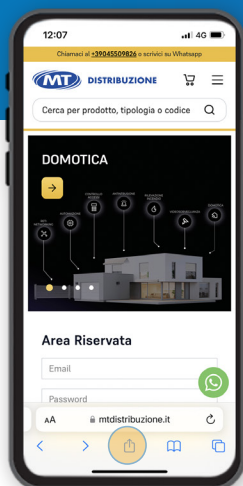


## DON'T MISS OUT ON INDUSTRY UPDATES!

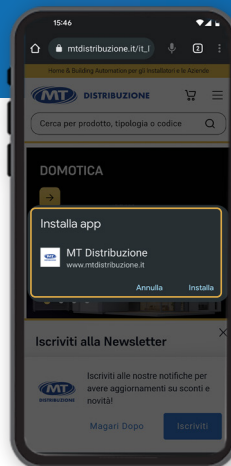
Download the **MT Distribuzione App** now to receive notifications on your smartphone for all **educational content, news, and promotions**



### APPLE VERSION



### ANDROID VERSION





**DISTRIBUZIONE**

*We distribute out of passion*

**MT DISTRIBUZIONE S.R.L.**

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