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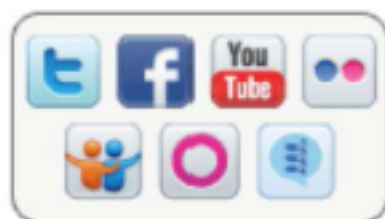
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## Perfil - Treetech

São Paulo - 30/06/2011

### The innovation in practice conquers the international market

*With 100% national technological base and technical competence, Treetech carries the innovation gene in its DNA and consolidates its position in the Brazilian market and abroad. Part of this recognition is due to the investment of 10% of Treetech's annual turnover in research, development and innovation.*

Treetech Digital Systems is the only Brazilian company that specializes in online management of electric power substation assets. Based on proprietary technology (100% Brazilian) which is innovative at an international level, Treetech has developed the most complete lineup of solutions in sensors, software and services. Awarded and certified with patents filed in Brazil, in the United States and in the European Union, Treetech has turned Brazil into a country that exports technology to countries that are traditionally exporters of technology in that area.



Gilberto Amorim explains to the cliente how applies the system.

Established in 1992, still as a part of the multinational ABB (Asea Brown Boveri), Treetech Digital Systems was responsible for engineering projects and assembling panels for transformers and reactors. In 1995, the research and development division was created, to monitor electrical assets, the core of the innovation philosophy of the company. Since its creation, having improved along its more than 18 years in the electric sector, Treetech dedicates itself both to evolutionary innovation – continuous product improvement – and to radical innovation – the development of new products.

Combining strategic focus with flexibility, Treetech solves the "innovation dilemma" and is continuously working to offer solutions that meet needs neglected by prior technologies, thus delivering exclusive benefits to the customer. "To get there, we have come a long way, with various significant projects that tested our technical competence, our know-how, and our ability to develop strategic partnerships," says Catia Pedrosa, Treetech's administrative director.

In that context, it becomes evident that Treetech has the innovation gene in its DNA and does its duty when, while putting in practice the concepts of innovation, it turns theory into solutions. Focusing on continuous investment and in technological development, Treetech generates, through its Quality Management System and IT resources, a process of innovation structured to allow the company to manufacture and offer in advance to the market specific solutions aligned with global trends, able to make of Treetech a technological benchmark both in Brazil and abroad.

Today, with 40 employees, Treetech has been a Ciesp member since 2004 and is consolidating its position in the market. It promotes the state of the art in monitoring and asset management and stands out from an international point of view. The company has over 50,000 devices and 180 monitoring systems in operation, with an international distribution network in 16 countries. It is present in over 33 markets in all the continents.

### Investments and capability

To stand out as an international company, Treetech shows how investment and capability can generate positive results for Brazil. "Our agreements and partnerships with six research centers, between universities and research institutes.

The highlight is the work accomplished with IPT within the Technology Exportation Support Program (Progex), which allowed the technological adaptation of the system for exportation," explains Treetech's commercial manager, Gilberto Amorim.

Treetech invests 10% of its annual turnover in research, development and innovation (P & D). Therefore, according to official data, the company can be an exception in a country in which investment in new technology was limited, in 2008, to 0.58% of the company profits, according to data provided by the Federation of the Industries of the State of São Paulo (Fiesp). This indicator explains, in part, why the disbursements for R & D in the country – 1.2% of the Gross Domestic Product (GDP), according to data collected in 2008 by the Organization for Economic Cooperation and Development – were under the global average (2% of GDP).



Team of experts from the consultancy service (SAM), from Treetech

### **Innovation, Consolidation and Expansion**

The year of 2003 was a milestone. The company transferred its headquarters to the city of Atibaia (SP) and focused its corebusiness in its IED and software lineup. Partnerships and agreements signed with Brazilian universities, research institutes and development agencies, allied to a high level of investment in human capital (academic education), helped the company to establish itself in the market great investment on capital human (Training academic) the business consolidated on market as a high-end technology supplier.

"Business evolution took place in three distinct steps: at first, with the creation of a complete sensor lineup, then with the development of software that offers diagnostics and predictions of solutions; and last, but not least, with the creation of follow-up and management services" says Amorim.

In 2008, Treetech received the sole source seal from the U.S. Department of Energy for having offered the best solution in transformer monitoring. In October, the efforts made by Treetech towards internationalization were recognized with the EXPORT-SP and CNI (National Industry Confederation) awards of best company in the "Innovation and Productivity" category in the State of São Paulo.

Since then, the achievements have multiplied. The new intelligent sensor lineup (Smart Devices™) together with the SAM™ consultancy services, were released in 2010 during the IEEE-PES fair in the United States. In the same year, Treetech won the "Oscar" of innovation in Brazil, FINEP 2010 Award, and also won the 1st prize in Sesi Quality Award (PSQT). In that last case Treetech received recognition for its performance and contribution to the country, with the honorific title of Commander of the Getúlio Vargas Order of Merit for Work, granted by the federal government and the Labor and Employment Ministry.

According to Treetech's executive manager, "to receive these awards is a sign that we are going down the right path, fulfilling the company's mission of applying our knowledge in an innovative way for the development of equipment and systems that meet the customer's needs."

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\*Com informações da Assessoria de Imprensa da Treetech

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