

Tenda





1

**Company
Overview**

2

**R&D
Capacity**

3

**Product
Family**

4

**Global
Marketing**



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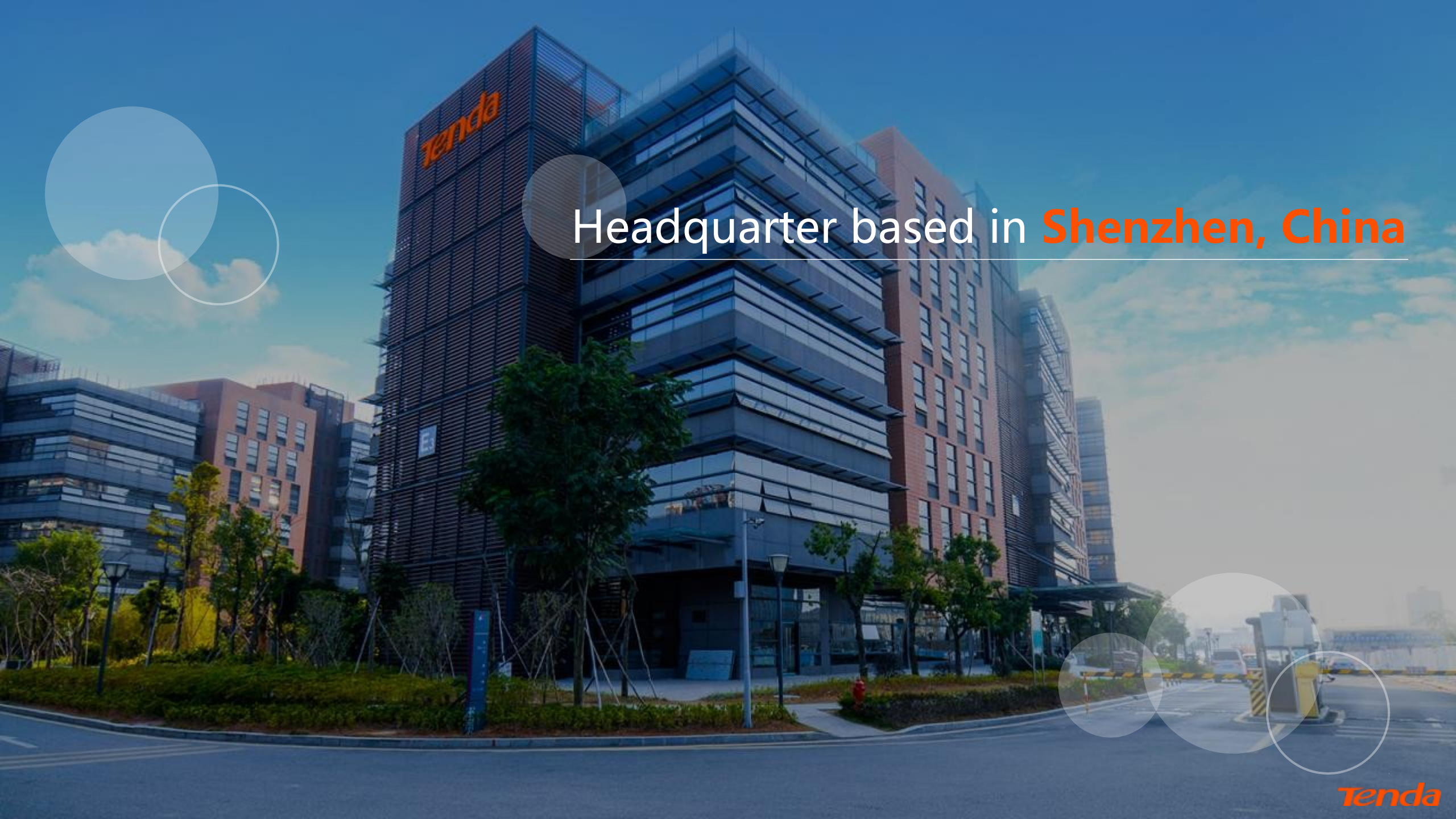
**Global
Marketing**

Company Overview

Mission : Making every mobile device connects to the Internet easily , safely and stably to create a better networking life.

Vision : Satisfy customer by providing reliable networks.





Tenda

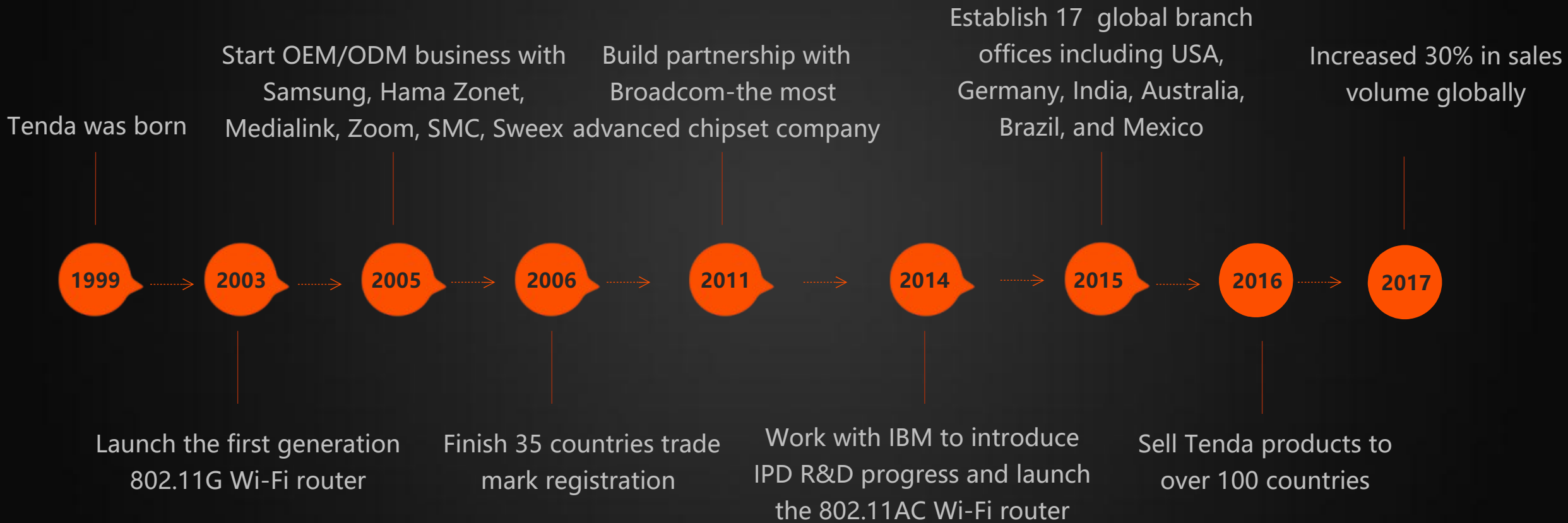
Headquarter based in **Shenzhen, China**

Tenda



A new manufacturing center is under construction in Dongguan
Coverage up to **120,000 m² (1291669.25sq.ft)**

Milestone



Profile



160+
Customer Service



17+
Oversea Branches



120000
Daily Output Devices

3500+
Employees



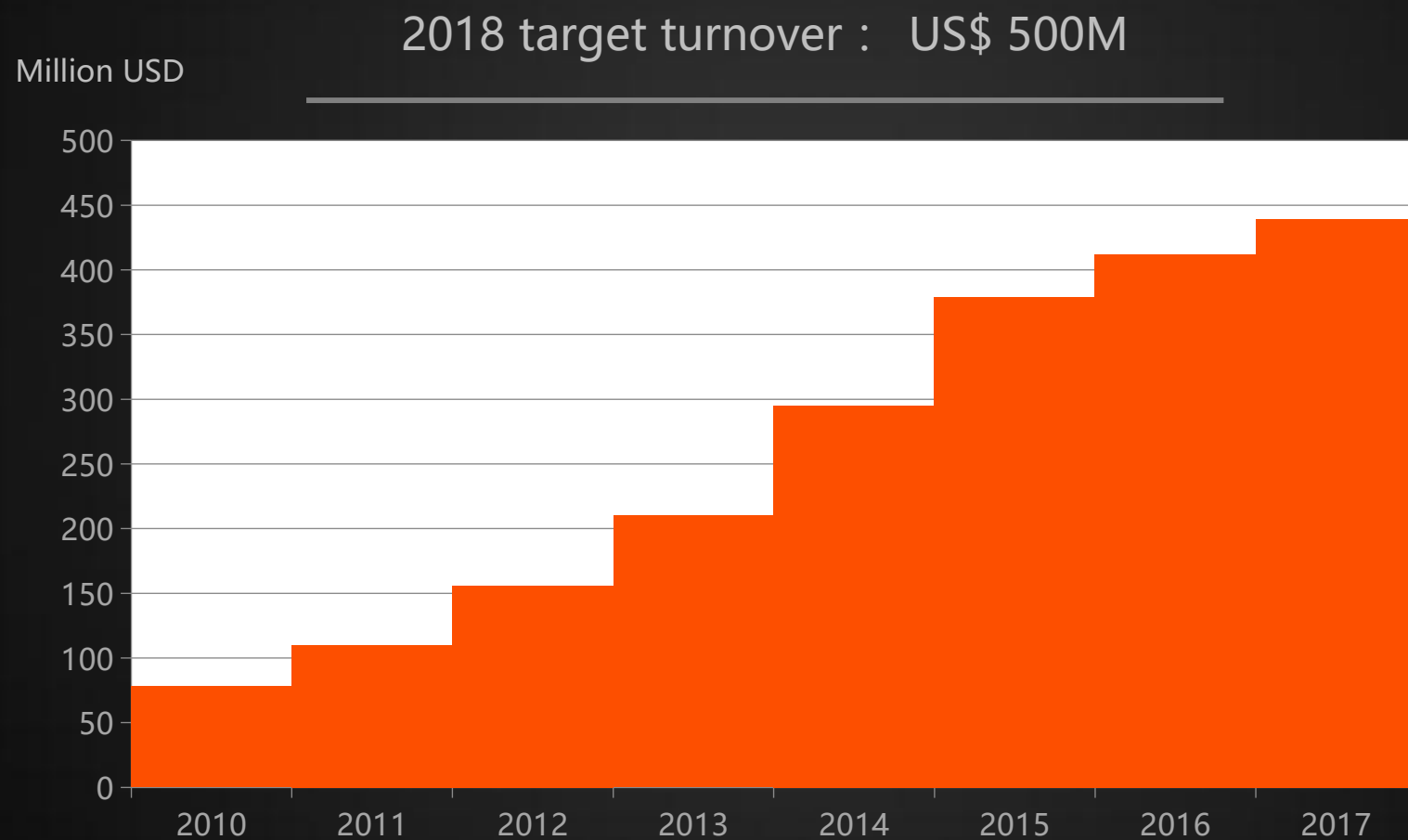
2500+
Factory Employee



600+
Research & Developers



Sales Volume





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Experienced R&D Team

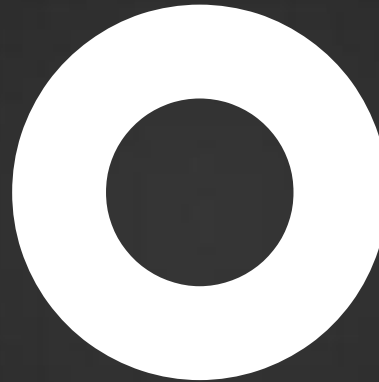
Total **600+** R&D engineers ,**120+** Senior engineers with more than 8 years' experience in Networking Industry

Tenda invests **10%** of the annual revenue to the R&D



30% From

Communication Industry



100%

Bachelor Degree



20% With

Doctor Degree

1,564,000 USD = **IPD**(IBM) + **Agile**(Oracle)



+ ***Tenda***

Apply the Most Advanced Innovation Process

—— IPD(Integrated Product Development)



IPD

IPD makes Tenda to be market-orientation and improves the technical management and project developing management.

160 天



100 天

10%



50%

Product launch cycle

Profitable projects ratio

Feedbacks of competitors' strategies



Market investigation

Market segmentation

Combinatory analysis

Business plan made

Business plan improvement

Business management & KPI evaluation

- Product plan
- Product project combination
- Product roadma

Charter

Concept

Plan

R&D

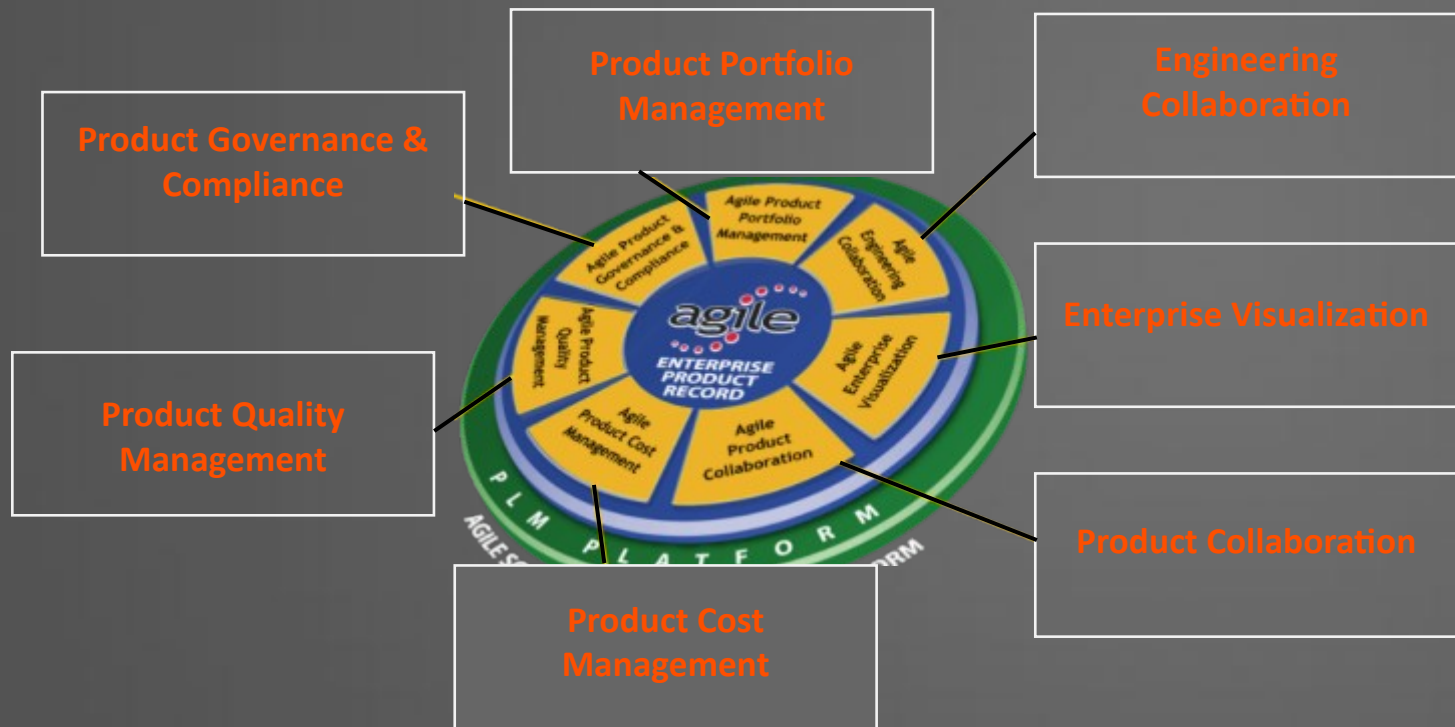
Test

Launch

Life cycle

IPD

Reinforce the innovation process via ORACLE Agile



agile The key value of Agile to Tenda

- Accelerate product innovation
- Ensure product quality
- Control product cost & risk

**Most Fortune top 500 apply
Agile PLM**



PHILIPS

DELL

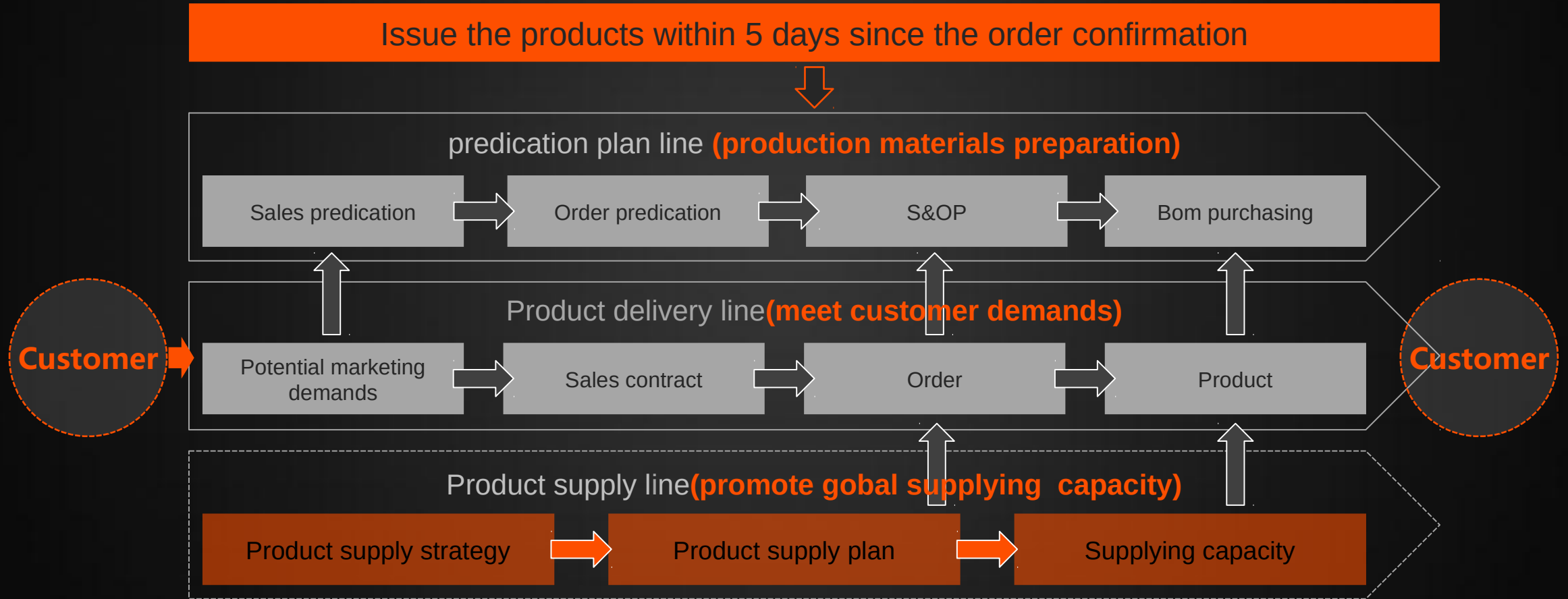


2,346,000 USD =

300 m² Modern Labs



Tenda Product Supply System



Factory Glance



Area : 50,000 m²

Employee : 2500+

20 SMT Lines

18 Fast Assembly Lines



Complete signal integrity and electromagnetic compatibility analysis

Strict testing and QC system

Capacity 120K per day



Manufacturing

Advanced SMT Line



Fast Assembly Line



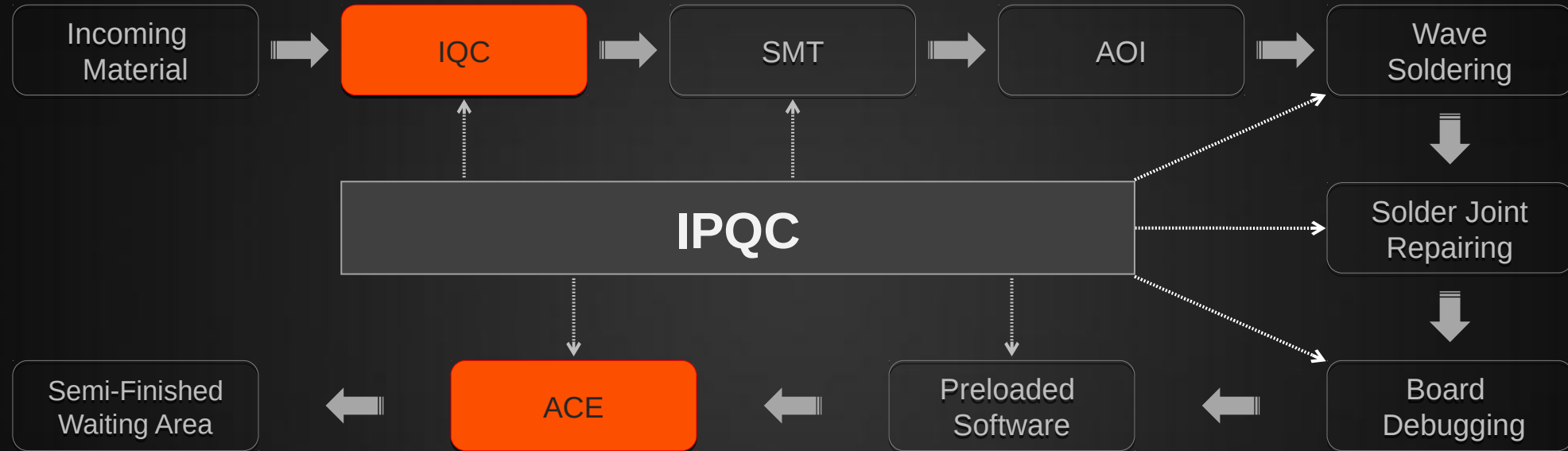
Strict Inspection Process



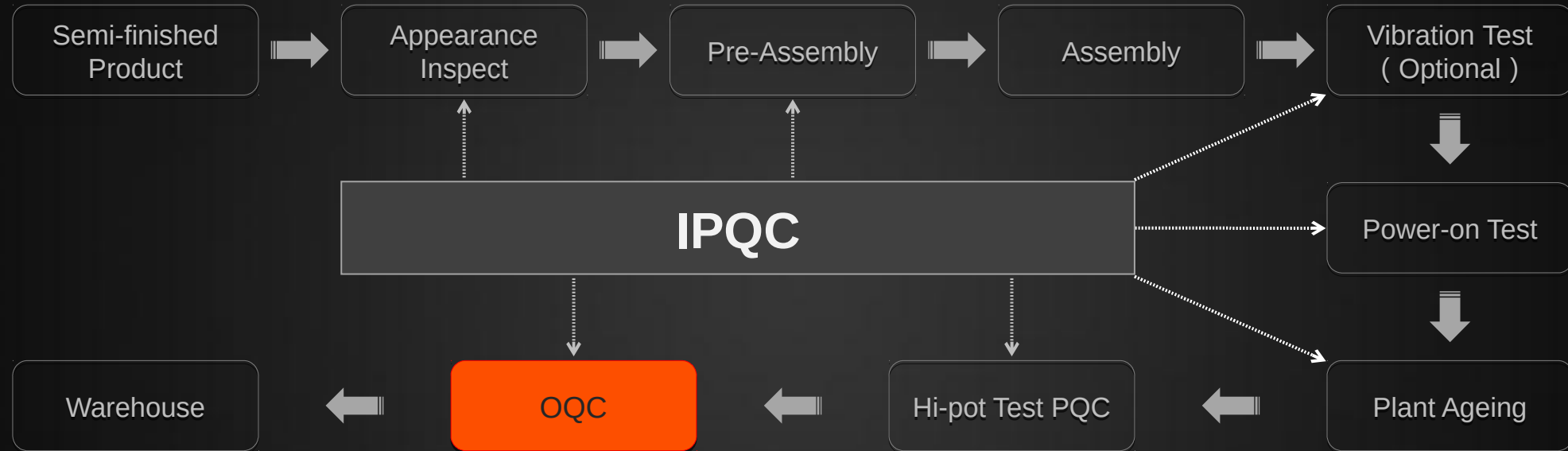
Professional Inspection Equipment



Quality Control Process



Quality Control Process





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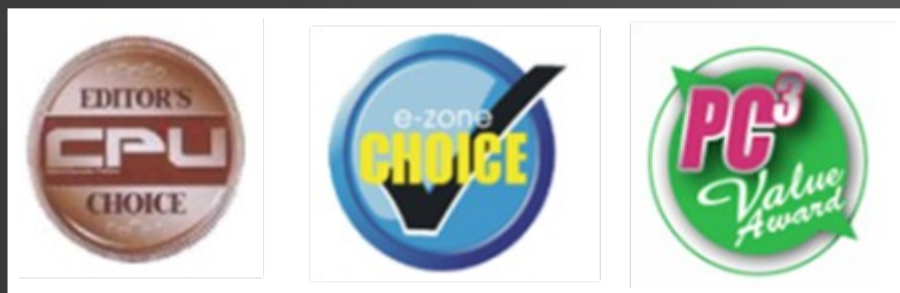
Product
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Global
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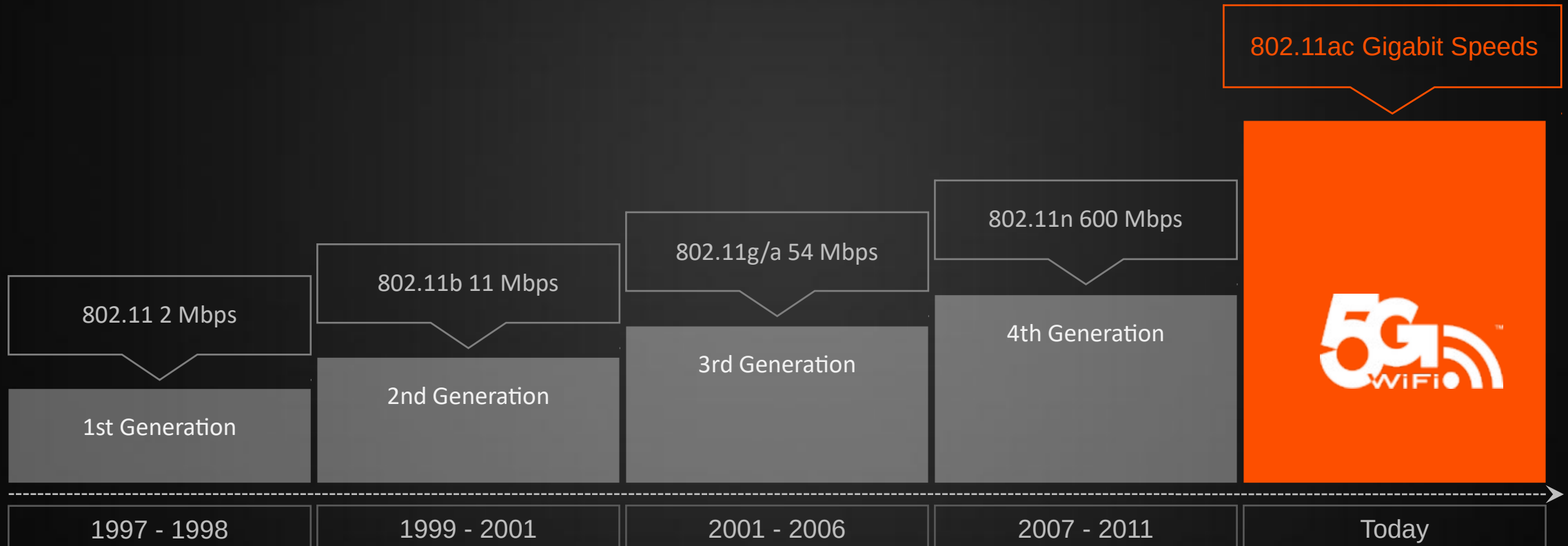
Product Certificates & Awards

Tenda products are compliant with International standards CE, FCC, RoHS, NCC, BSMI, NOM, EAC, NTRA



Tenda products win Editor's Choice

Tenda always keeps product innovation and applying the latest technology

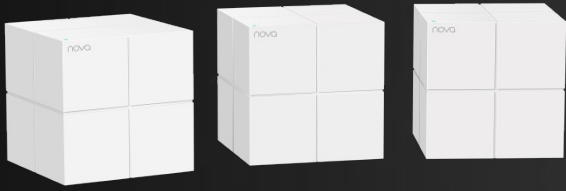




Nova Series

- Mesh Technology
- Eliminate Dead Spot
- Beamforming Technology
- Mu-MIMO
- Easy Setup

Whole Home Mesh Wi-Fi System



MW6



MW3

MW9 MW12 are coming soon!

SOHO Switch



S105/S108



SG105/SG108



TEG1005D

And more.....

Powerline



P200



PH3



PH5



PH6



PH10

And more.....



XDSL & PON Series

- All in One Device
- Enhance Wireless Performance
- Powerful and Wide WiFi Coverage
- Advanced Wireless Security



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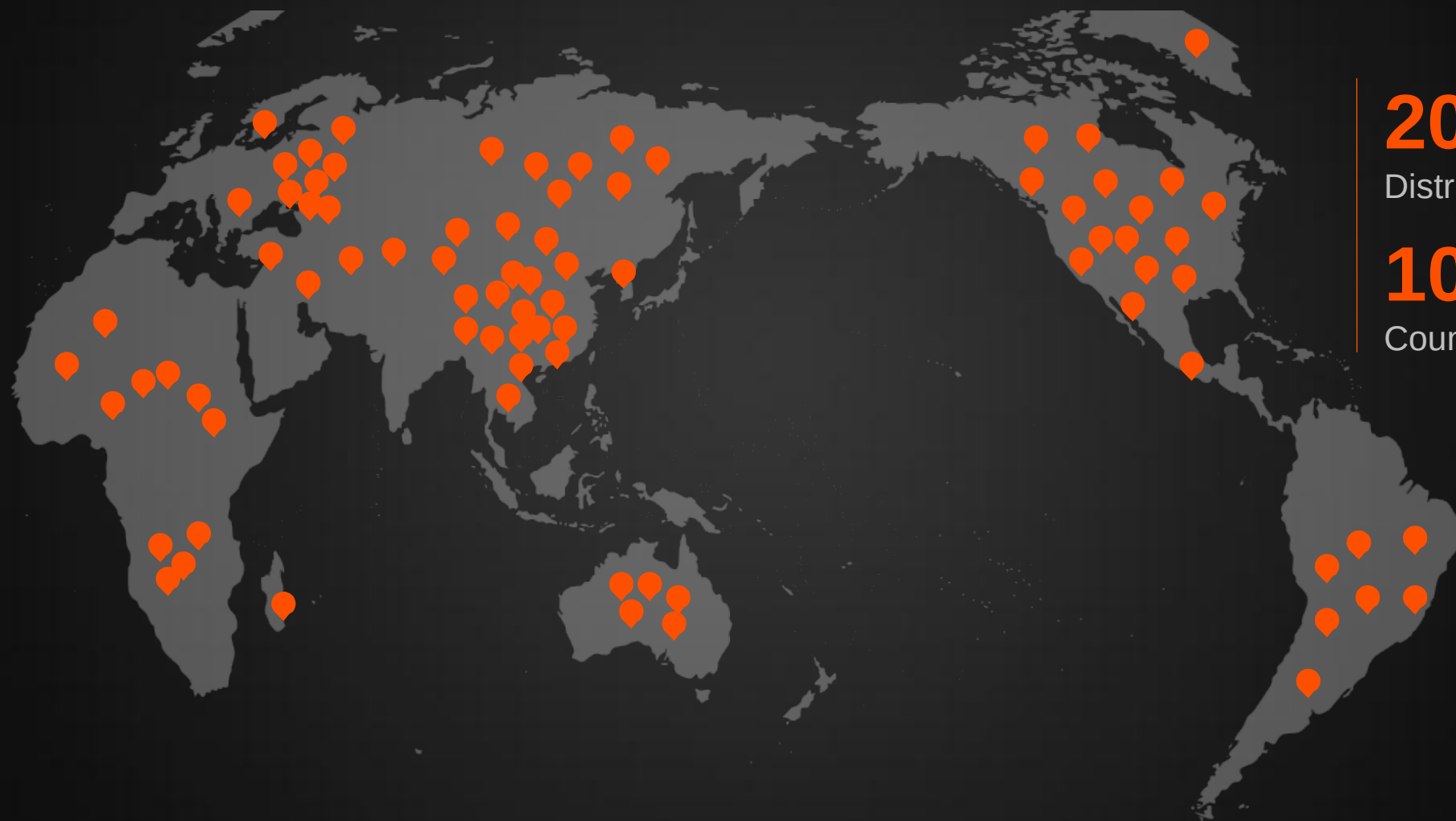
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Product
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Global
Marketing

Global Distribution Network



200

Distributors in

100+

Countries

17 Global Branches and 2000+ customer services



SNS Releases Brand News Timely



Facebook

<https://www.facebook.com/tendatechnology/>

Twitter

<https://twitter.com/tendawifi>



Youtube

https://www.youtube.com/channel/UCeshI_fUmc0DuSPS1T1pSPg?view_as=subscriber

Where there is Wi-Fi needed
There is Tenda



Thank YOU

www.tendacn.com

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