



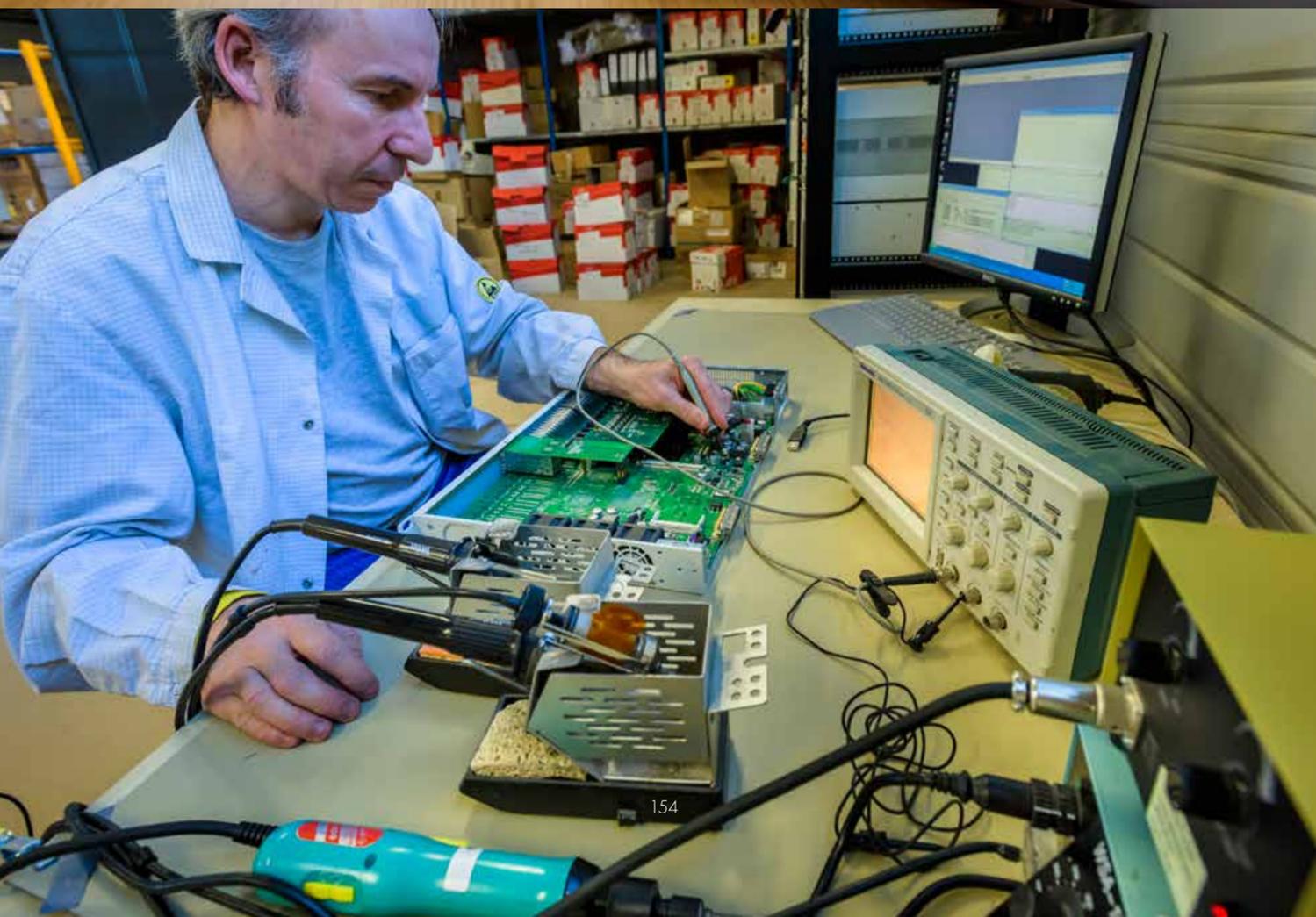
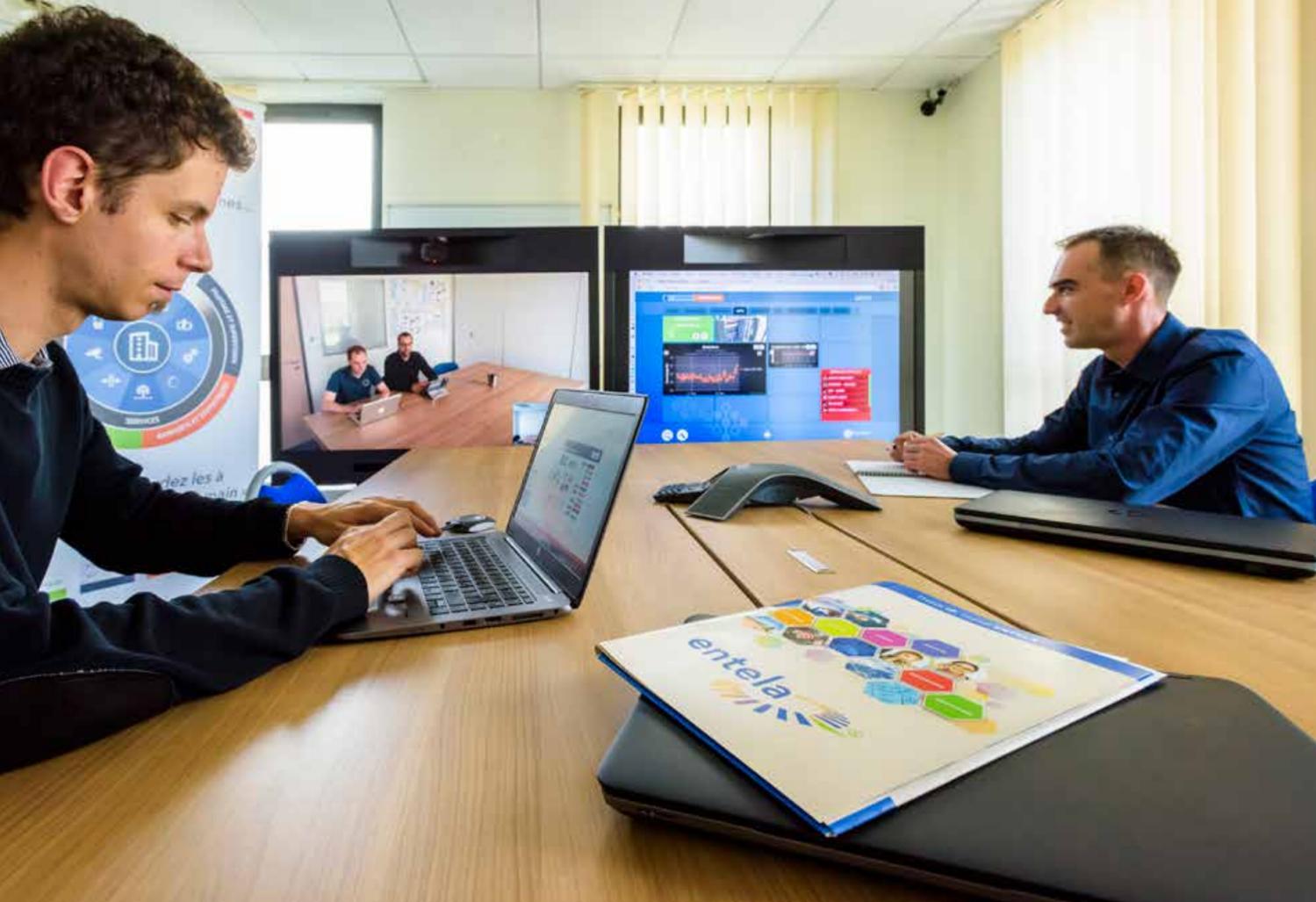
ENTE LA

INTERCONNECTED INTELLIGENCE

Entela, a company that is still young and which was created by former Alcatel executives, knows how to get all connected networks talking to each other. It makes business properties, as well as those of hospitals, schools and colleges, local authorities or even individuals, intelligent and controllable from a landline or remotely with a smartphone. Technological innovation is the engine of its growth since its leaders, René Dutey, president, and Bruno Bauer, managing director, took hold of the company's reins and made it a leading player in the digital domain.

The closure of the Alcatel plant at Woerth, which made all the group's Minitels, sent some of the executives into a spin, many of whom took the opportunity to set up their own businesses. This was the case with Jean Hubsch and Valentin Oltz. In 1993 they launched their business in Mundolsheim, called Entela, in an area they knew all about: telecommunications. They set up telephone exchanges in small and medium-size businesses, with up to 30 posts, and worked on computer cabling. They also worked as subcontractors of Alcatel repairing telephone exchanges. Two silent partners, also former Alcatel executives, followed them into this adventure, René Dutey and André Dolis. In 2006, Entela, a local competitor of Alsatel, employed 19 people and had a turnover of 2 million euros. This was the period in which the two founders and active shareholders were contemplating retirement.

So René Dutey decided to take over the company. He had begun his professional career with Alcatel in Woerth, where he managed the low current service and new technologies related to the computer network. Then he joined the sales section of the Alcatel manufacturer in Strasbourg as head of commercial development for new technologies. In 1994, he joined Matra Nortel in Lyon-Bron, as marketing manager of the central-east region. From Charleville-Mézières to Valence, he trained telecom sales reps in the new skills needed for the networks and for IT and he set up sales support tools. In 1996, tired of going back and forth between Lyon and Alsace where his family lived, he returned to Strasbourg and became regional co-director of MCI Worldcom, now Verizon, who were operating intercontinental links. It was time for the telecommunications world to be opened up to competition.



"To stay in the race, in those skills where it is imperative to keep up to date, Entela spends 80,000 euros per year for technical training of its personnel."



> Repairing miniature electronic components



> Troubleshooting data centre and computer room



> Repairing boards for telephone exchanges



> Customer service stock

MCI Worldcom via René Dutey and Pascal Roos, created the first optical loops in Strasbourg and took advantage of the building of the tramway to connect big companies like Crédit Mutuel with fibre optics. These infrastructure projects did not match René Dutey's expectations. He was recruited in late 1999 by Cisco Systems as regional manager, having as his main activity the Push Pull business, a large account in the Grand Est region and all over France. For six years, he developed the networks of large companies for the leader of these new technologies, specialising at the time in routers and Ethernet switches.

THE IP THAT CARRIES ALL THE WORLD'S INFORMATION

The sale of Entela was perfectly timed for René Dutey who felt the need to start his own business after working for 25 years for multinationals. He convinced Bruno Bauer, former technical director of Arche Communication, to join him and share in the investment and the adventure with him. Both men knew each other from the time René Dutey worked at Cisco. Each holding half of the shares of the company, they gambled on becoming one of the IP (internet protocol) world leaders in eastern France and making their SME into a flagship of technology. But this ambitious goal required a radical change in their business model. "The IP, international dialogue protocol, is the medium that carries all the information in the world. For us who come from this culture, everything we install must necessarily be compatible with IP", René Dutey and Bruno Bauer explain.

While waiting to establish its reputation as an integrator of communication and multimedia solutions, Entela continued its computer-cabling business. Its technicians installed 3,000 points in the Moselle colleges and 7,000 in an Alcatel factory. Entela fitted out large companies and university campuses with fibre optics. It connected by microwave the CHU in Hautepierre to the public hospital in the centre of the town. WLAN networks (wireless), in which Entela became a specialist, were also installed at the University of Strasbourg, in the hospital centres of Colmar and Haguenau, and the CCI in Strasbourg. To stay in the race, in those skills where it is imperative to keep up to date, Entela spends 80,000 euros per year for technical training of its personnel. The company has also recruited six engineers who trained at École Sup Info, located in Strasbourg and Colmar, of which René Dutey is one of the sponsors.

WHEN A BUILDING BECOMES VERY SMART

Capitalising on their brainpower, René Dutey and Bruno Bauer had in mind the idea of imposing an intelligent building on the market, well beyond what is generally meant by home automation. A loan of 300,000 euros obtained from OSEO, which became Bpi France (Public Investment Bank), and a contribution of the same amount by the company, allowed Entela to develop Connect-1, a building management app, by using a computer, a tablet or a phone, landline or mobile. "Our hypervisor control connects to all the pieces of technological equipment of a building, provided they are fed by a little current, not even a 1.5-volt battery, and it makes them communicate.

> Videoconferencing room
> Repairing network equipment

"We have just set up a hotline and supervision centre that will allow us to manage the maintenance of our clients' networks and information systems as well as connected buildings, in real time"

A business owner can thus make better use of his building and make it more comfortable and safe", explain René Dutey and Bruno Bauer.

Giving the lie to the adage that the cobbler is always the worst shod, René Dutey and Bruno Bauer designed the new Entela premises, opened in 2009 on the Entzheim Airpark, as an intelligent building. With the Connect-1 web interface, the company's boss and other authorised people use their smartphone or badge to control the heating, the air conditioning, the network of lights, the entrance gate and the security cameras. Functions can be programmed, such as opening the gates in the morning, closing down the whole building for the night, offering the possibility for an employee who wishes to stay late to finish a job to be able to reactivate his work area. A controlled meeting room, equipped with the latest in video conferencing, becomes operational in two clicks activated when needed from the other side of the world, provided of course the right access codes are available.

Connected to sensors, the hypervisor measure all usages of water, electricity and gas, triggers alerts if necessary, and maintains traceability of all the elements. Entela has at the same time developed a dynamic data display system in real time on the screen. By the end of the production chain, therefore, the manager can see all the stages of manufacture of a product and react instantly in case the chain malfunctions or slows down.

A HOTLINE TO MANAGE COMPANIES' MAINTENANCE

Connect-1 required two years of study to achieve this development and it engaged four developers as well as subcontractors. It was released onto the market in early 2013. "Today it has reached its maturity. For the moment it's unique in the world in that it's able to interpret all market protocols and interconnect all communication silos: electricity, automation, HVAC systems, security alarms, access control, video-monitoring, telecom, IT and metering. The world of the future is about big data: in the 2020s, there will be billions of connected objects. We'll have to know how to use all this intelligence. Entela is moving increasingly towards the service professions. We have just set up a hotline and supervision centre that will allow us to manage the maintenance of our clients' networks and information systems as well as connected buildings, in real time", say René Dutey and Bruno Bauer. Entela, a local integrator that has acquired real expertise at national level, is now playing in the big leagues, competing with groups like Orange, Axians (Vinci), Telindus, Spie Communication, or Nextiraone. It is part of the Convergence Group, a group of telecom and network solutions integrators, which started as a purchasing centre, and today offers its members many other services: trade missions, training, technical support, marketing and communication, telemarketing. Entela, which provides regional management of Convergence in Eastern France, is the largest of the 84 integrator members which have 124 locations on French soil as well as in Andorra and Monaco. The members have 90,000 business customers,



> Videoconferencing and document sharing meeting. ENTELA offers its clients remote-controlled meeting rooms

from very small businesses to large accounts, and they achieve a total turnover of over 160 million euros and over 80 million euros in purchases.

DBH REPAIRS AND RENOVATES YOUR PHONES

The Entela Group has a second structure, DBH Services, in which a third shareholder has invested (33%), Denis Herrlé, former production manager at Alcatel. DBH repairs, reconditions, renovates and sells 150,000 products per year. The platform on which these operations are carried out, in Entzheim, had to be doubled in size in May 2015. A rented depot in Durrenbach allows it to store 700 pallets. DBH, organised on the model B to B (business to business) can repair virtually all types of telephone exchanges, business phones and smartphones. Telecommunications and network professionals or companies send in defective cards or units and the

DBH operators repair them, test them and possibly spruce up the plastics. DBH also buys stocks of products coming to the end of their life, refurbishes them and resells them as used items. DBH's activity covers the whole of France, with a commercial entity in Paris. The company is forcefully extending its operations in Germany, where it has already attracted more than 200 clients in three years. A subsidiary, DBH Germany, has been opened in Schwalbach, near Sarreguemines.

Boasting an average age of 32, Entela is as an "innovative company that wants to keep its family spirit. Many of the original employees are still here. We're all very attached to our territory. Entela was also one of the first members of the Marque Alsace created by the Alsace Regional Council and Access Alsace. We're now stepping on the gas and we're relying heavily on our customers to help us evolve", say René Dutey and Bruno Bauer.

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> Testing and programming lab for future client installations

> Remote control of buildings via Connect-1

> Repairing DECT and phone apparatus



Staff: 63 people,
including 6 engineers and 11 sales reps
Turnover to March 31st 2015: 10.5 million euros,
including 3 million raised by DBH

