

**riba : businessstalk**  
communications for technologies



# WHAT CAN YOU EXPECT FROM US?

Our full-service offer is your warranty for integrated communication.



PRESS WORK | TECHNICAL PAPERS | INTERVIEWS



CONTENT MARKETING | SOCIAL MEDIA | SEARCH ENGINE MARKETING (SEM)  
LANDING PAGES | VIDEO | LIVESTREAM



ADVERTISEMENT | BROCHURES | WEBSITES | CORPORATE  
CROSSMEDIA CAMPAIGNS



MEDIA BUYING | MEDIA PLANNING



MARKETING CONSULTING | SALES CONSULTING | BUSINESS CONSULTING

AIRBUS

APC  
by Schneider Electric

Auerswald®

BENQ

CeramOptec®

CSS®

Danfoss

d.velop

EFB  
ELEKTRONIK

EIZO

ELABO

FERNAO  
NETWORKS

GGEW  
net.

herweck

HYFRA

kaspersky

KONZEPTUM

laserline

merten  
by Schneider Electric

msi

RITTO  
by Schneider Electric

sachsenkabel

Schneider  
Electric

S-Klima

STULZ  
CLIMATE. CUSTOMIZED.

[sysob]:::  
IT Distribution GmbH & Co. KG

TechData

VIavi

OUR CUSTOMERS



## OUR FOCUS

### **Information Technology & Telecommunications:**

Computer center equipment and air conditioning, fiber optics, network technology, IT security

**IT channel:** Sales models, manufacturing business and distribution

**Software:** Business Software, Cloud and X-aaS Solutions

**Hardware:** Gaming, Notebook, Monitors - Digital Signage, IP Telephony

### **Capital goods and process industries:**

Laser technology, glass fibre technology, metal and plastics processing, Electrical engineering, mechanical engineering, thermal engineering, human and Technical air conditioning, automation technology, industry 4.0 (Digital transformation, IIoT and IT/OT convergence), power distribution, Process cooling, safety technology, Smart Building and Smart City, Smart Grids and Microgrids.





## HOW WE ENCOUNTER YOU?

**Expect a dialogue-rich and entrepreneurial coined togetherness at eye level.**

We are aware of our high responsibility at all times. Jointly planned projects are always "in time" and "in Budget", to your satisfaction and as a contribution to your success.

Work with a reliable and fair partner, use a strong shoulder-to-shoulder alliance for your Decisions.

A detailed close-up photograph of a leaf, showing the intricate network of veins. The veins are a dark green color, contrasting with the lighter, yellowish-green color of the leaf's surface. The veins form a complex, branching pattern that fills the frame.

## TRUST IN OUR MARKET EXPERIENCE

### **Take advantage of our expert knowledge for the targeted markets and decision-makers:**

Our consultants and editors have many years of experience in the presentation of complex technologies and applications as well as the systematic addressing of target groups and Target markets. An experienced writer, a high level of creativity and proven and reliable editorial contacts guarantees a precisely tailored, strategically optimized placement of your message.

Among the stations of our employees are well-known distributors like Ingram Micro or Actebis as well as leading manufacturers like Sage, Dell and Deutsche Telekom. You can rely on our comprehensive practical experience and our extensive networking.

# WHAT OUR PR CAN DO FOR YOU

**Our customers trust in the strong communication skills of RBT and the advantages of a agreement tailored to your individual demand.**

Technological knowledge and detailed market knowledge merge directly into the creation of press releases and technical contributions.

The PR web portal RBT:PressRoom, our international contacts and our YouTube presence provide for an professional presentation and distribution of your messages.



The logo consists of the lowercase letters 'rbt' in a bold, sans-serif font, followed by a colon ':'.

**rbt :**

DIGITAL & VIDEO  
MARKETING

# WE CREATE A DIRECT CONNECTION TO YOUR CUSTOMERS

**We communicate for our customers and we interact on all digital channels like Google Search, Social Media, E-Mail, Blog or Landing Page.**

Digital Marketing offers you the perfect interface to the classical marketing and completes your marketing mix with an individual customer approach.



## MOVING IMAGE

**Whether video interviews  
or recordings of Events and  
reference projects - we get your  
ideas moving.**

Videos have become an integral part of communication. They attract attention like no other medium. and emotionalize the viewer. With the creation of high quality video content we catch authentic and sustainable impressions and force enthusiasm for your company. Experienced video specialists and a Technologically first-class equipment guarantees you optimal quality.

# MOVING IMAGE

## Real-time communication on video basis: This is how you currently communicate

Press events, congresses or internal training courses - livestreams are perfect for making events available online. Via live chat, customers, journalists or employees can participate in conversations and events from any location. On top, streams score through their openness: companies show their human side, which has an authentic effect and arouses sympathy.

We produce livestreams for our customers that fit their marketing strategies exactly and strike the right note with the target group.



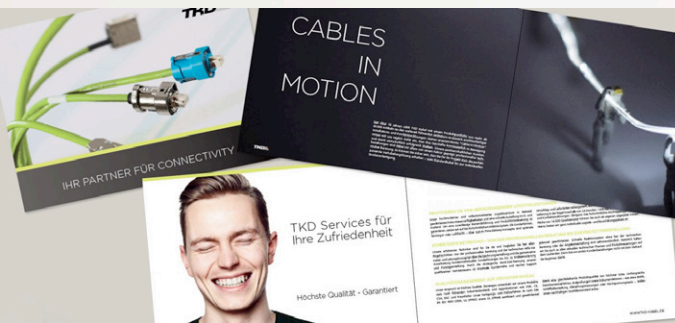
**rbt :**

CAMPAIGN &  
DESIGN

**Creativity in Print Design**

COMPETENCE INSTEAD OF  
JUST COLORFUL PICTURES!

Our strength lies in our targeted  
Market addressing combined  
with a direct connection to the  
sales process.

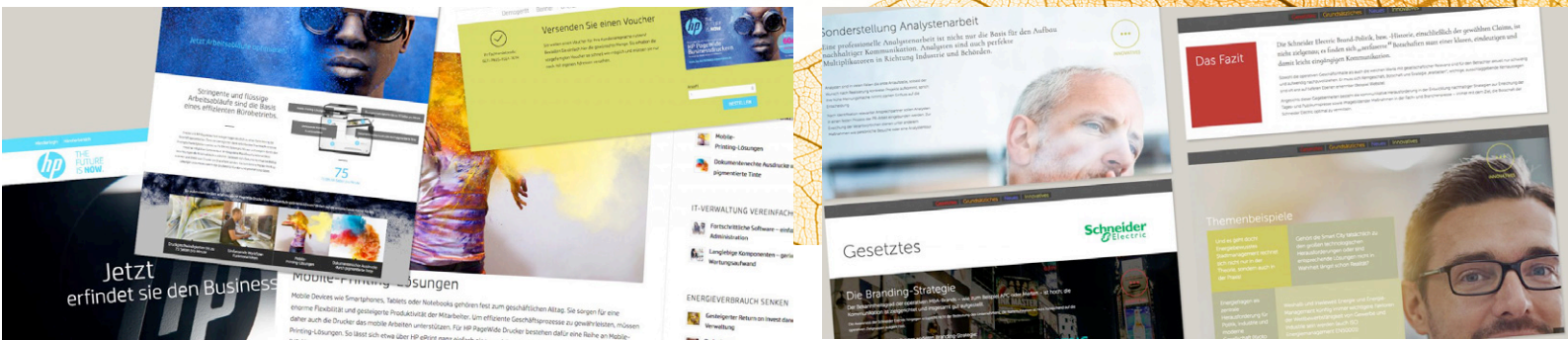




## The digital appearance

# HIGHEST DEMAND ON STRATEGY, CONCEPT AND DESIGN!

With intelligent cross-media  
campaigns we support  
the conversion process -  
transforming prospects to long-  
term customers.





# BENEFIT FROM EFFECTIVE SYNERGIES BETWEEN MARKETING AND PR!

**The Media Services of RBT  
deliver sensibly structured  
campaigns instead of marketing  
on acclamation.**

Support with target group-specific media planning we now have a majority of our PR clients actively involved in The selection of the appropriate communication channels. The Result: even more awareness on the market and noticeable support of your marketing departments.

# CONSULTING IS OUR FOUNDATION

**Our customers are our customers, because they appreciate a critical, market-oriented and entrepreneurial attitude.**

Consulting is our business model, we do not take any projects "on the go". Take advantage of our operational experience for dedicated Management consulting in the areas of sales, Marketing and communication. We deliver holistic Approaches for Cost Cutting and Change Management.



# OUR AGENCY



GmbH foundation 2005

Seat: Urbar near Koblenz

Managing Partner Ralf Riba

18 employees

Turnover 2019: approx. 2,8 Mio Euro

Solid financial position, equity-financed



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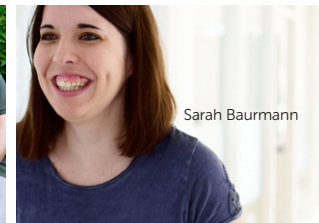
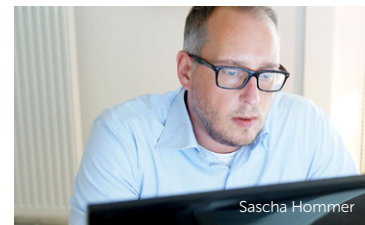
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THE RBT-TEAM