



**Svjetlana Kalaba**

Izvršna direktorica  
poslovne enote Dostop



**Tomo Bogataj**

Vodja marketinga  
širokopasovnih rešitev

B2B-konferenca, 9. oktober 2025

**kontron**

**Vloga marketinga pri osvajanju  
novih trgov: Praktične izkušnje**

# Kje smo bili leta 2023... in kje smo danes

2022: 107 mln. EUR

2024: 123 mln. EUR

2023:  
-40%





Evropa ...





... in ZDA





A woman with dark hair tied back with a blue scrunchie, wearing a pink long-sleeved shirt, is shown from the side, aiming a compound bow. She is in a grassy field with several archery targets in the background. The targets have concentric circles in blue, red, and yellow. The background is slightly blurred, showing trees and a clear sky.

Usklajenost prodajne strategije  
in marketinškega pristopa

# Trije stebri uspeha

A low-angle, upward-looking photograph of three massive, fluted classical columns. The columns are made of light-colored stone and are positioned in a triangular arrangement, converging towards the top of the frame. The background is a clear, bright blue sky. The perspective creates a sense of height and grandeur.

I. Gradnja znamke  
in diferenciatorji

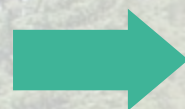


# Prilagajanje izdelkov





# Trajnostne iniciati



Sourcing



Transport



Processing



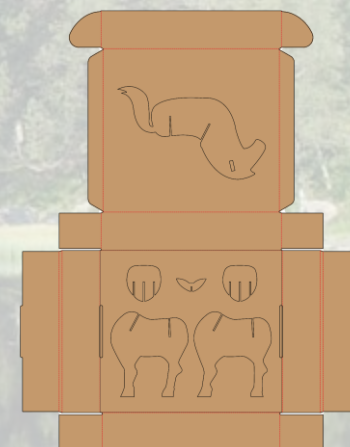
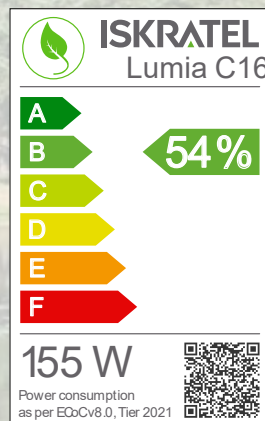
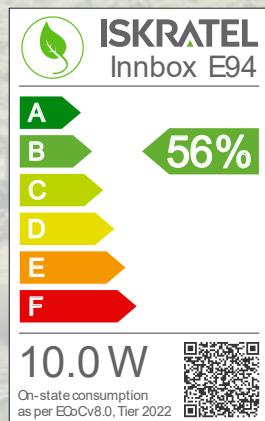
Use



Recycling



Second life



## Energy-Efficiency Declaration

Name of the product:  
Iskratel Innbox E94  
Manufacturer of the product:  
Kontron, d. o. o.  
Year of introduction of the product:  
2022  
On-state power consumption of the product:  
9.4 W  
Allowed On-state consumption as per the EU Code of Conduct on Energy Consumption of Broadband Equipment v1.0, Tier 2021:  
18.2 W  
On-state power consumption relative to the allowed On-state consumption (normative):  
52%  
Classification of the product in On-state:  
Class B (compliant)  
Energy savings per annum for 24h/7/365 On-state:  
75.2 kWh  
Allowed On-state consumption as per the current EU Code of Conduct v1.1, Tier 2025:  
16.3 W  
On-state power consumption relative to the current (Tier-2025) allowed On-state consumption (informative):  
58%  
Idle-state power consumption of the product:  
7.5 W  
Allowed idle-state consumption as per the EU Code of Conduct v1.0, Tier 2022:  
13.0 W  
Idle-state power consumption relative to the allowed idle-state consumption (normative):  
58%

## Energy-Efficiency Declaration

Name of the product:  
Iskratel Lumia C16  
Manufacturer of the product:  
Kontron, d. o. o.  
Year of introduction of the product:  
2021  
Power consumption of the product:  
155.0 W  
Allowed consumption as per the EU Code of Conduct on Energy Consumption of Broadband Equipment v1.0, Tier 2021:  
289.2 W  
Power consumption of the product relative to the allowed consumption (normative):  
54%  
Classification of the product:  
Class B (compliant)  
Energy savings per annum for 24h/7/365 operation:  
1,150 kWh  
Allowed consumption as per the current EU Code of Conduct v1.1, Tier 2025:  
198.0 W  
Power consumption of the product relative to the current (Tier-2025) allowed consumption (informative):  
78%  
Methodology used for the measurement of power consumption of the product:  
As defined in the EU Code of Conduct and in ETSI EN 303 275.  
Measured at the DC power supply input and with the product loaded as specified in the methodology.  
Declaration published by:  
Kontron, d. o. o., Ljubljanska 24 a, 1000 Kranj, Slovenia



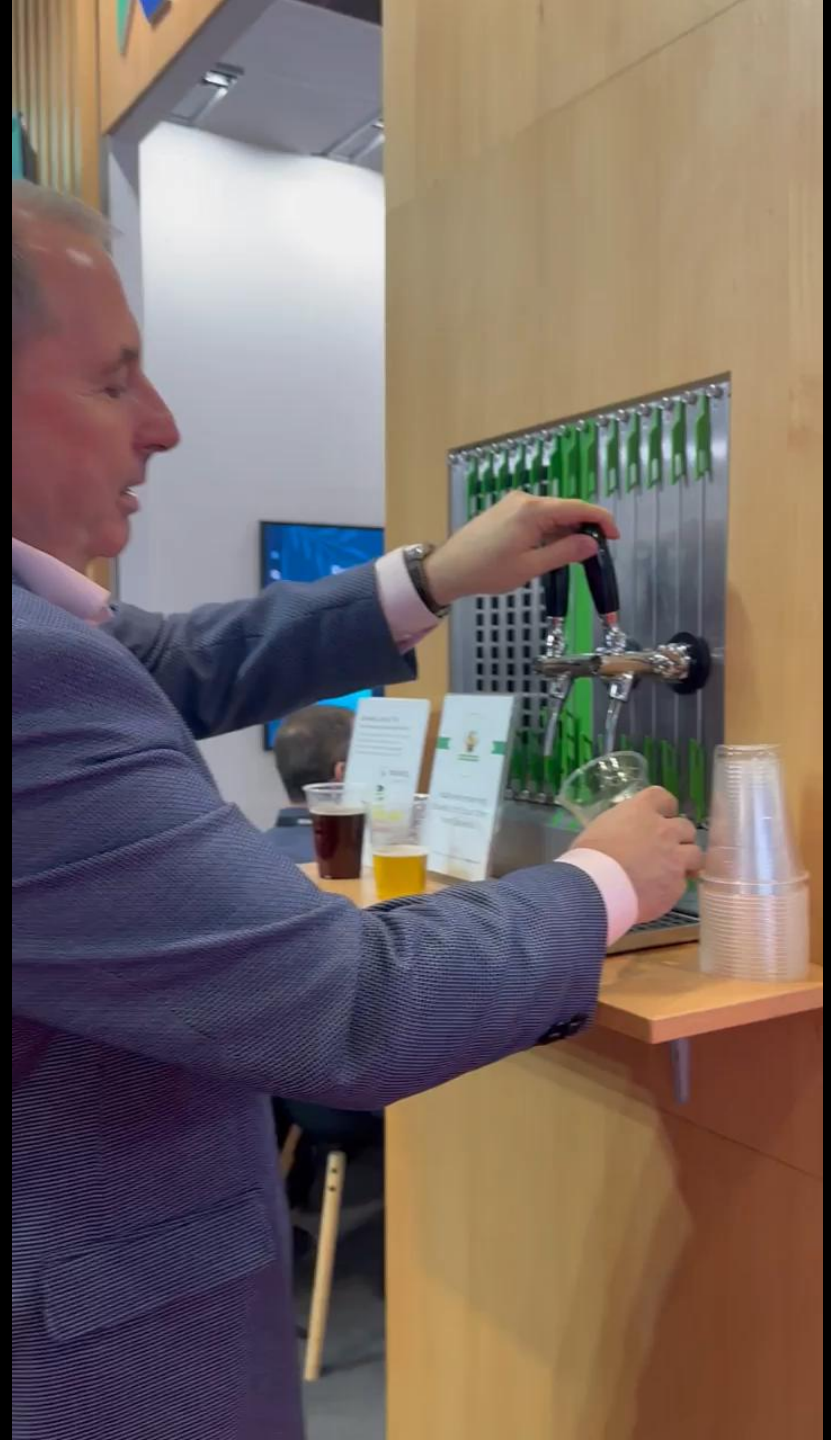




And now for something  
completely different



Evropa ...





... in ZDA

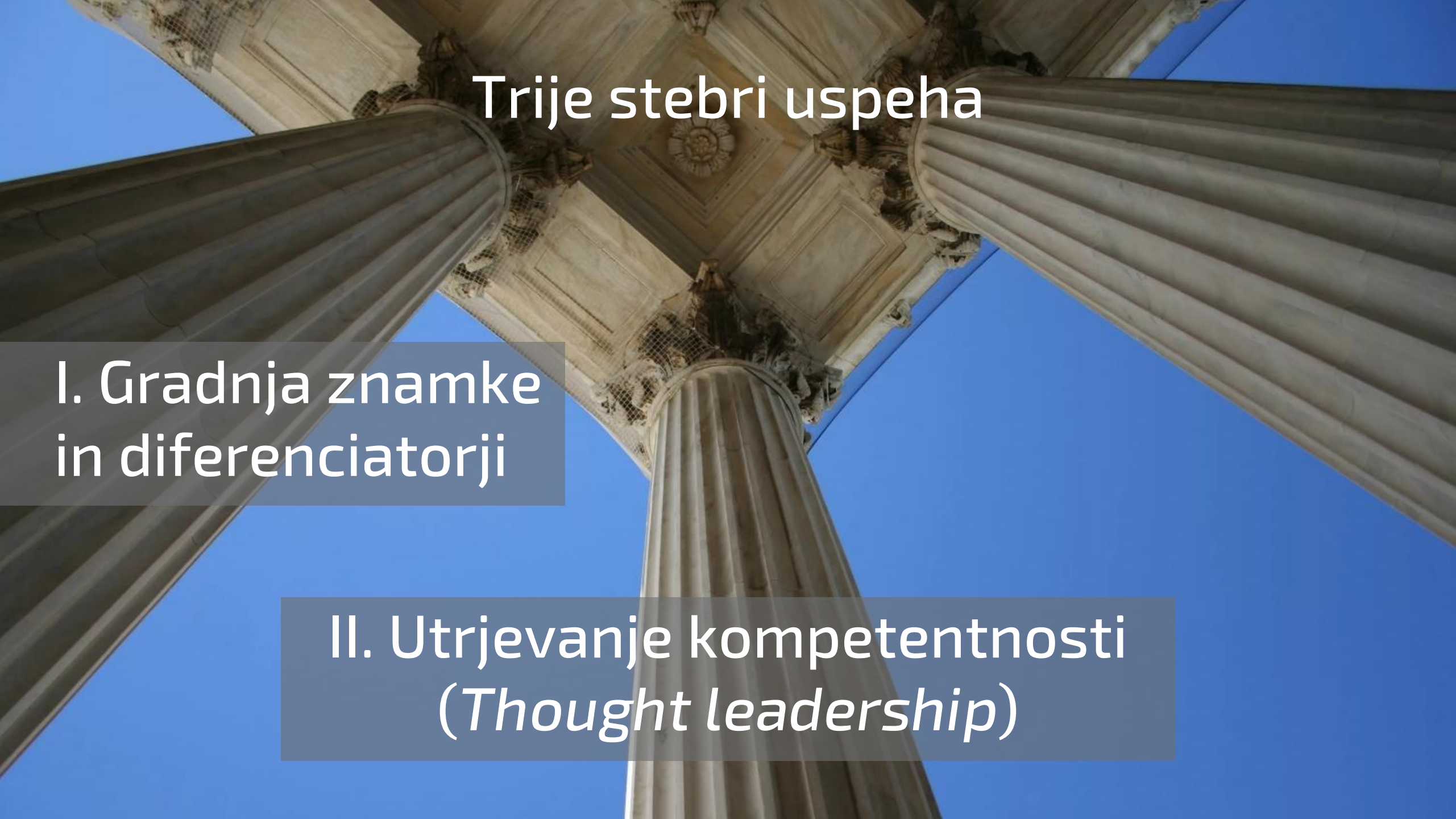




# Na kratko o budžetu za marketing ...





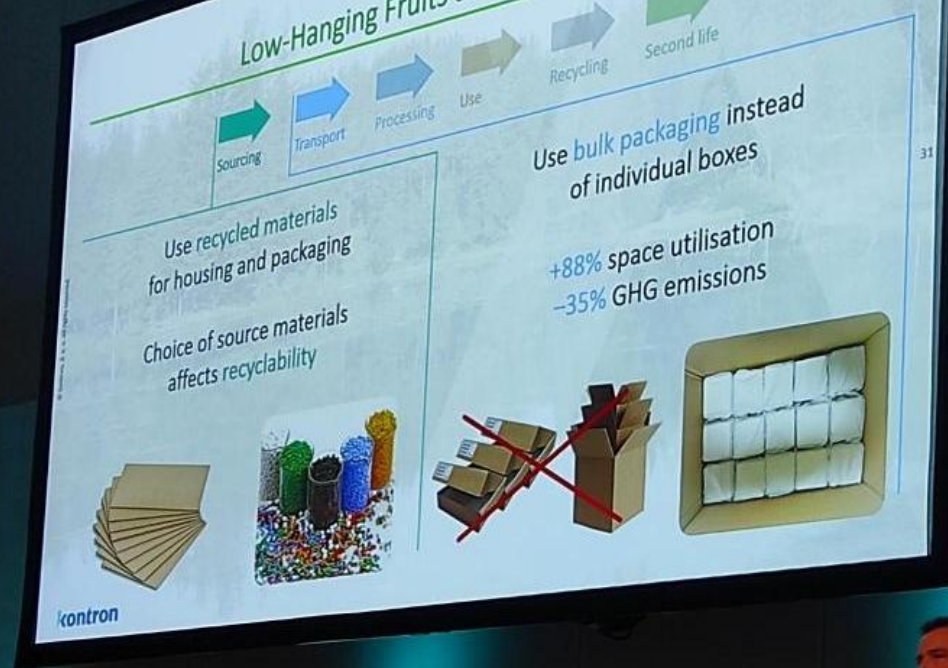
A low-angle, upward-looking photograph of three massive, fluted classical columns. The columns are made of light-colored stone and are set against a clear, bright blue sky. The perspective creates a sense of height and grandeur, with the columns converging towards the top of the frame. The capitals of the columns are ornate and feature intricate carvings.

# Trije stebri uspeha

I. Gradnja znamke  
in diferenciatorji

II. Utrjevanje kompetentnosti  
(*Thought leadership*)





FTTH Conference 2024





Süleyman Çimen  
Fixed Access  
Architecture Manager  
**Türk Telekom**  
Değerli Hissedarı



Manuel Paul  
Squad Lead  
Network Convergence  
**T**



Boris Ilovar  
CTIO  
**SpeedConnect**  
Austria



Simon Čimžar  
CTO,  
Broadband Solutions  
**kontron**

**FTTH 2024**  
CONFERENCE 19-21 MARCH  
**kontron**

FTTH Conference 2024, Berlin, Workshop 19 March

**The Service Providers' Take on Software-Defined-Access (SDA) Frameworks**



**FTTH 2024**  
BERLIN  
CONFERENCE 19-21 MARCH



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**The Service Providers' Take on Software-Defined-Access (SDA) Frameworks**



FTTH Conference 2024



Next Up... Kontron's Biggest FANS

kontron

Industry leaders from Europe's  
most forward-thinking telcos  
share their practical  
experiences—get ready for the  
Q&A!

FTTH 2025  
AMSTERDAM  
CONFERENCE 25-27 MARCH

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FTTH Conference 2025



A low-angle, upward-looking photograph of three massive, fluted classical columns. The columns are made of light-colored stone and are set against a clear, bright blue sky. The perspective creates a sense of height and grandeur, with the columns converging towards the top of the frame. The image serves as a background for a presentation slide.

# Trije stebri uspeha

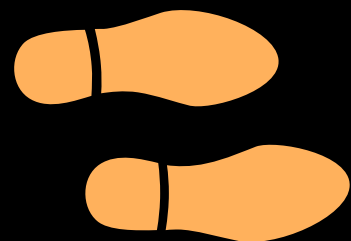
I. Gradnja znamke  
in diferenciatorji

II. Utrjevanje kompetentnosti  
(*Thought leadership*)

III. Celostna  
obravnavava  
kontaktov



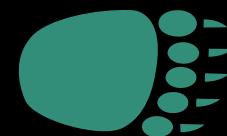
# Princip štirih korakov



Hello!



Workshop



Testing



Sales





Brez zidov med  
marketingom in prodajo



# Kje smo bili leta 2023... in kje smo danes

## Marketing

Prilagajanje vsakemu trgu  
Preseganje pričakovanega  
Usklajenost s prodajo



## Vodenje

Prilagajanje prioritet  
dinamiki vsakega trga  
Vsa ekipa dela za uspeh

2023: -40%



2024: 123 mln. EUR





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