



Innovation powered by people

SMA Solar Technology AG is the global market leader in the field of solar inverters.

In 2010, the company generated a turnover of EUR 1.9 billion. Founded in 1981, the SMA Group with headquarters in Niestetal near Kassel, Germany, has more than 5,300 employees worldwide, plus a number of temporary employees which varies on a seasonal basis. SMA is represented in 19 countries on four continents. One of the subsidiaries is SMA Italia, based in Milan.

SMA Italia was established in 2005 with Valerio Natalizia as the General Manager. Today he is Chief Executive of the subsidiary. Over the years, SMA Italia has expanded both its business and its resources. The company's values are innovation, excellent quality and customer orientation based on partnership.

Technological innovation has been at the center of SMA since 1981, when the company began its pioneering work. Its innovative strength has helped SMA achieve its status as the worldwide technological and

market leader in the production of PV inverters.

SMA offers products of the highest technical level with distinctive innovative features, which redefine market standards; excellent solutions with the prime focus on customer satisfaction.

Back in 1991, the historic PVR 1500 was the first PV inverter to be produced in series production by SMA. Today, the new Sunny Tripower 20000TL HE, the first three-phase inverter with an absolute efficiency of 99 %, is continuing to prove SMA's technological superiority.

Solar Factory 1 in Niestetal/Germany, SMA's core center, is further evidence of the company's commitment to progress. This factory is the world's largest site for the production of PV inverters covering 18,000 square meters. Here, the inverters are produced carbon-neutrally.

But SMA's attention to innovation is just as focused on business as on people. The company's corporate culture is based on the belief in the potential of working as a team, operating on the basis of improvement in order to achieve results more effectively, closer to the customer and more quickly. Each employee's contribution is an authentic pro-business activity as well as a great responsibility.

Whether they are distributors, plant designers or installers, SMA pays particular attention to those who are part of the PV world, providing suitable sales and marketing programs. In order to become even more customer-focused, SMA has implemented a new organizational structure. "The new corporate structure focuses even more on SMA's relationship to its customers," declares Valerio Natalizia. "With a completely new, primarily market-oriented structure, SMA has in fact greatly improved its support services in terms of the installation of PV plants. Pre-sales advice, project consultancy, post-sales technical assistance and maintenance programs are now as efficient as possible".

SMA Italia, having applied the new corporate structure since January 2011, now has four distinct Business Units: Power Plant Solutions (PPS), Medium Power Solutions (MPS), Service and Business Management. Focusing on reliability, SMA is also demonstrating its commitment to innovative organization. Every department has implemented a customer-oriented model being closely tied to the market, assisting, advising and cooperating with the experts. In this way, just as the inverter experts in the PPS division are closer to end-customers in the field of large-scale PV plants, their colleagues in the MPS division focus on the relationships with distributors of modular PV inverters. The Service department, thanks both to telephone support and a widespread network of specialists throughout the country, provides assistance at the technical level to those who have chosen SMA ahead of all our competitors.

This new structure is the latest step in SMA's continuous strive for excellence regarding customer orientation. Others have now become real success stories: Solar Academy, which provides free training courses for people working in the PV sector and Sunny PRO Club, the first marketing club for solar power professionals. Two important programs which SMA Italia set up in 2008 have achieved great results right from the beginning. In 2010 alone, the Solar Academy Italia trained no fewer than 1,850 professionals and the Sunny PRO Club Italia now has nearly 300 members.



Valerio Natalizia, CEO of SMA Italia

30 years of innovations by SMA

- 1981** – SMA was founded in Niestetal (Germany)
- 1987** – Development of the first PV inverter (PVWR 1500)
- 1991** – Start of series production of the first PV inverter
- 1995** – SMA introduces the string technology
- 1999** – Production of Sunny Island inverters for off-grid plants
- 2003** – Serial Production of Sunny Central, central inverter for large-scale plants
- 2004** – Sunny Beam is launched, the first radio-controlled communication device for plant monitoring
- 2005** – SMA Italia was founded
- 2006** – Production of SMC 8000TL with 98 % record efficiency
- 2008** – Innovation Award for Sunny Backup
- 2009** – Production of Sunny Central HE, central inverter
- 2009** – Production of Sunny Tripower, three-phase inverter
- 2010** – Production of Sunny Central CP, centralized inverter with 98.7 % record efficiency
- 2010** – Application for Smartphone, the SMA Solarchecker
- 2011** – Production of Sunny Tripower 20.000 TL HE, with 99 % record efficiency



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