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# Delivering Customer Value with Intel® Partner University Competencies

## At Germany's TQ-Group, Harald Maier uses competencies to build success for his customers and his company

### At a Glance:

Harald Maier has earned the following Intel® Partner University Competencies:

intel. partner solution pro
Edge AI

intel. partner solution pro
AI Fundamentals

intel. partner solution pro
Device as a Service

intel. partner solution pro
IoT for Manufacturing

intel. partner solution pro
Selling IoT Solutions

intel. partner solution pro
Intel® Optane™ Client

intel. partner technical pro
Intel® Optane™ Client

### Executive Summary

As a business development manager at one of Germany's leading technology service providers, Harald Maier builds success by offering expert advice to customers, partners, and colleagues. He is an influencer within the company, helping bring innovative solutions to market ahead of the competition. Using insights gained through Intel® Partner University Competencies, Maier helps customers and partners leverage advancing technologies to create leading-edge solutions that deliver competitive advantages in the marketplace. Maier has reinforced his embedded systems expertise by earning competencies in artificial intelligence (AI), the Internet of Things (IoT), and Intel Optane™ Technology, among others.

### Challenge

Harald Maier is an application and solution-focused business development manager with more than two decades of experience in embedded technologies. His company, TQ-Group, pioneered the development and use of embedded CPU modules (computer-on-modules or COM) and modular solution platforms more than a quarter of a century ago. Maier was a hardware engineer, a project manager, and team leader in R&D, then a product manager for embedded computing at TQ-Group before his current position as business development manager. He holds a degree in Electrical Engineering and Computer Science from Aalen University.

But even with all that background, ongoing training remains a critical part of his job. "Technologies are always advancing, and markets continue to evolve," Maier says. "The capabilities of embedded systems are constantly expanding—for example, by adding AI, advanced connectivity and real-time capabilities or interfacing with robotics. Even with more than 20 years of history in the embedded market, it is important to keep on track regarding the latest technology and market trends."

Maier uses the Intel Partner University Competency Program to help him stay ahead of the latest technology and market advances. "I am always looking to improve my skills and extend my knowledge," he says. "Intel Partner University Competencies have given me many opportunities to continuously improve my expertise and effectiveness in doing my job and advising our customers. They also provide recognizable credentials that help elevate me with customers and partners."

## Solution

Intel Partner University Competencies are a benefit available exclusively to members of the Intel Partner Alliance. Designed to aid partners in driving innovative solutions into new markets, competencies build knowledge through in-depth, knowledge and skills-enhancing curriculums. They focus on key business areas, as well as providing deep knowledge around Intel products, technologies, and solutions. Partners who complete the competency coursework are eligible to earn badges they can display to promote their expertise, as Maier does on his LinkedIn profile.

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—Harald Maier, Business Development Manager, TQ-Embedded, TQ-Group

Maier has pursued a range of competencies. Foremost are those that relate directly to his work, such as IoT for Manufacturing, Selling IoT Solutions, and Edge AI. Maier has also earned competencies in advances such as Intel Optane Technology, which may have been developed for other use cases but can also prove beneficial for applications such as industrial machining control or medical diagnostics. Finally, he has used competencies to educate himself on areas that may be important to his customers, but not directly related to embedded computing, such as Device-as-a-Service (DaaS).

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> *"IoT for Manufacturing covered market trends, strategy, and sales, as well as how to give colleagues and customers additional benefits on their future journey. It was a great opportunity to improve important skills and gain additional knowledge for this journey. It was inspirational on best practices for planning, driving, scaling, and future-proofing digital transformation in TQ's own factories, business plans, and product roadmaps, as well as in our customers' product and strategy planning."*

—Harald Maier, Business Development Manager, TQ-Embedded, TQ-Group

Maier found his most recent competency, IoT for Manufacturing, to be one of the best he has earned. "IoT for Manufacturing was a comprehensive curriculum that covered market trends, strategy, and sales, as well as how to give colleagues and customers additional benefits on their future journey," he says. "It was a great opportunity to improve important skills and gain additional knowledge for this journey.

### About TQ-Group

Headquartered near Munich, TQ-Group is one of Germany's leading technological service providers and electronics specialists. The company serves a range of industries and sectors, providing customized, innovative solutions that take customers from product idea through development, certification, and production to life cycle management. TQ-Group was founded as a two-person company in 1994, and today employs approximately 1,700 people at 14 locations. In addition to 11 sites in Germany, TQ-Group has offices in Shanghai, Switzerland, and the United States.

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## Results

The effort Maier has invested in earning these competencies is paying off in deeper relationships with customers, partners, and colleagues. Ultimately, it creates opportunities to increase sales and deliver more robust solutions.

"The question for TQ-Group is always how we build the right products and help our customers use them for the greatest benefit," Maier says. "With the knowledge I gain from the competencies, I can advise stakeholders on how to design their solutions to obtain the full benefits of new technologies. I'm able to discuss how they can use the new features to get the big performance boost they need, or to implement a new approach to solving an important problem. I can also provide insights into what the future holds, so they can plan accordingly."

In addition, competencies help Maier understand market timing and use that understanding to benefit customers, partners, and TQ-Group itself. "Competencies such as IoT for Manufacturing provide data-driven insights about the market's readiness," Maier says. "This knowledge lets me speak with credibility and provide trust that AI and IoT are not marketing hype. I can recommend innovative business opportunities based on new product capabilities. In cases where the market is not yet ready, I can help teams plan how to move forward. When someone comes to me with a proposal or a requirements specification, the competencies have given me the background to ask the right questions and understand the answers."

> *"Intel competencies give me background and insights to do my job better every day."*

—Harald Maier, Business Development Manager, TQ-Embedded, TQ-Group

The knowledge Maier gains through the Intel competencies deepens his success as a trusted advisor. It extends his influence, helps him build personal and business success, and even influences the next generation. Backed by their trust in his expertise, Maier's customers can enact their business plans with confidence—and deploy TQ-Group's

technologies and services. In addition, TQ-Group has pulled him into the company's strategic planning sessions and given him responsibility for leading product and business management for TQ's x86 embedded portfolio. He also works with TQ-Group's employee training program, sharing insights on how trends such as AI and IoT are changing the world around us.

In summary, Maier says, "Intel competencies give me background and insights to do my job better every day."

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