ADVaSol
DISTRIBUCIJA

CORPORATE PRESENTATION · 2026

Independent Engineering Consulting

Helping organizations solve complex engineering and technology challenges through independent expertise and practical experience.

Mission Critical Communications · Mobile & Telecommunication Networks · Artificial Intelligence & Machine Learning · AI Governance & ISO/IEC 42001 · Advanced Analytics · Engineering Consulting & Technology Advisory

AGENDA

What We Will Cover

- Who we are
- Six practice areas
- Why ADVaSol
- Industries we serve
- Our engineering approach
- Leadership
- Selected experience
- How we engage

WHO WE ARE

Engineering Experience. Modern Technologies.

ADVaSol Distribucija is an independent engineering consultancy in Belgrade, Serbia. We combine more than 25 years of engineering, research and international consulting with modern AI, analytics and AI governance — and stay independent of vendors.

25+
years of engineering experience

100+
professional and scientific projects

8+
countries with project experience

6
complementary practice areas

OUR EXPERTISE

Six Complementary Practice Areas

01

Mission Critical Communications

Radio planning and critical communication systems for railways, tunnels and public safety.

02

Mobile & Telecom Networks

Network planning and optimization, in-building and DAS, private networks, telecom data.

03

AI & Machine Learning

AI strategy, knowledge assistants, document processing and ML — where it creates value.

04

AI Governance & ISO/IEC 42001

AI Management Systems, AI policy, risk assessment and AI literacy.

05

Advanced Analytics

Forecasting, KPI frameworks and decision support — telecom, FMCG, public finance.

06

Engineering Consulting & Advisory

Assessments, due diligence, architecture reviews, vendor-neutral evaluation.

WHY ADVASOL

Independent Judgement You Can Defend

Engineering First

Every recommendation begins with requirements, not technology.

Independent Advice

No supplier relationships behind our recommendations.

Research Foundation

Doctoral research, publications and university teaching.

Licensed Engineering

Licensed professional engineering for telecom networks.

Engineering + AI

Radio, networks, data and AI governance under one roof.

Knowledge Transfer

We lead and advise; your team keeps the knowledge.

INDUSTRIES WE SERVE

Where Engineering Decisions Matter Most

Critical Communications for Transport

Railway lines, railway and road tunnels, motorways.

Telecommunications

Operators, integrators, technology vendors.

Public Sector

Regulators, ministries, public enterprises.

Enterprise & Technology

Software and engineering companies adopting AI.

FMCG & Distribution

Forecasting and commercial analytics.

Research & Education

Applied research and professional training.

OUR ENGINEERING APPROACH

Structured. Independent. Evidence-Based.

Every engagement follows the same methodology — designed to reduce uncertainty and improve decision quality.

1	2	3	4	5	6
Discovery	Assessment	Engineering Analysis	Recommendation	Implementation Support	Knowledge Transfer

Lower risk

Fewer late design changes and surprises at acceptance.

Defensible decisions

Assumptions explicit for management, auditors and regulators.

No lock-in

Vendor-neutral choices that keep options open.

COMPANY EVOLUTION

From Engineering Research to Independent Consultancy

2000–2014

University of Belgrade, School of Electrical Engineering — research and 100+ projects.

2015

Independent engineering practice ENGCON — telecom, radio and data science.

2015–2022

Co-founder of Cardinality, telecom analytics, acquired by Elisa Polystar in 2022.

2021–2022

ADVaSol PR and ADVaSol Distribucija d.o.o. continue the work.

Today

Six practice areas, including AI governance and ISO/IEC 42001.

LEADERSHIP

Dr. Dejan Vujić

Founder & Managing Director · Engineering Consultant · AI Advisor · University Professor

More than 25 years across telecommunications engineering, scientific research, international technology entrepreneurship and executive leadership. Fourteen years at the School of Electrical Engineering in Belgrade, co-founder of Cardinality (acquired by Elisa Polystar in 2022), CTO and senior AI architecture roles, and Assistant Professor in telecommunications, ML and AI.

- PhD in Electrical Engineering – Telecommunications
- Licensed Professional Engineer (licences 353 and 453)
- PMI Certified Professional in Managing AI (PMI-CPMAI)™
- 17 registered technical solutions and articles
- Evaluator for European research programmes

PRACTICE AREA 01

Mission Critical Communications

Reliable communication when failure is not an option.

- Critical communications for railway lines and tunnels
- Critical communications for road tunnels and motorways
- Radio planning, coverage and link budgets
- Coexistence of professional radio and mobile networks
- Independent design review and tender support

Experience

Critical communication systems for railway and road tunnels from ~300 m to more than 6 km in Serbia and Montenegro, and radio-navigation systems at airports in the region. Specific references on request.

PRACTICE AREA 02

Mobile & Telecommunication Networks

- Radio network planning and optimization
- In-building coverage and distributed antenna systems
- Private LTE/5G and critical broadband
- Telecom data platforms and analytics
- Technical review and tender support

Experience

Network planning and optimization for operators, including support for a major international sporting event; in-building design for large venues; spectrum and regulatory studies; national-scale QoE analytics processing tens of terabytes per day.

PRACTICE AREA 03

Artificial Intelligence & Machine Learning

AI should solve problems, not create them.

- AI opportunity and readiness assessment
- Knowledge assistants and retrieval-augmented generation
- Intelligent document processing
- Machine learning for forecasting and anomaly detection
- AI architecture, vendor evaluation, MLOps / LLMOps

Experience

Document processing with up to ten times faster throughput; a conversational assistant in a less-resourced European language; on-premise personalization platform; ML budget projections within ~5% for a public-sector budget system.

PRACTICE AREA 04

AI Governance & ISO/IEC 42001

Responsible AI needs a management system — proportionate to the organization and prepared for certification.

1	2	3	4	5
Discovery & Gap Analysis	AIMS Design	Implementation	Certification Readiness	AI Literacy Training

- AI system inventory
- AI policy
- Risk & impact assessment
- Statement of Applicability
- Lifecycle controls
- EU AI Act readiness
- Internal audit

PRACTICE AREAS 05 & 06

Advanced Analytics · Engineering Consulting & Advisory

Advanced Analytics

Decisions first, dashboards second. Business intelligence, KPI frameworks, forecasting, telecom analytics, FMCG and distribution analytics, and decision-making assessment.

Engineering Consulting & Technology Advisory

Engineering assessments, technical due diligence, architecture reviews, vendor-neutral evaluation of offers, tender documentation and technology roadmaps.

Registered work: seventeen technical solutions and articles in telecom analytics and machine learning, registered with the Intellectual Property Office of the Republic of Serbia.

HOW WE ENGAGE

Flexible Engagement Models

Project-Based

Defined scope, deliverables and timeline.

Independent Advisory

Review of designs, offers and decisions on your behalf.

Long-Term Advisory

Ongoing support over the life of a programme.

Expert Support

Targeted expertise for a specific phase or team.

We lead, advise and review. Where implementation is needed, we define the approach and guide your team or chosen supplier — so you pay for expertise where it matters most.

ADVASOL ENGINEERING PRINCIPLES

“Engineering comes before technology. Independent advice creates better decisions. Professional integrity is non-negotiable.”

Let’s Discuss Your Engineering Challenge

Whether you are planning critical communications, evaluating AI or establishing AI governance, ADVaSol provides independent engineering expertise.

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