

EXECUTIVE BRIEFING · POST-EVENT

SPS Italia Parma 2026.

Performance summary for the **Velora Automation SRL** team at Italy's leading trade fair for intelligent, digital and sustainable industrial automation — 14th edition, Fiere di Parma.

26 → 28 May

Fiere di Parma · 3 days
Goal 150 scans · Budget €38k
● **EVENT CLOSED**

AI ANALYSIS

SPS Italia 2026 closed with **134 leads captured** against a 150 target (89%), a cost-per-lead of **€284** and **9 qualified leads with a concrete next-step**. The team's operational pattern was exemplary: top performers captured 38, 31 and 24 leads respectively — well-distributed activity, no over-dependence on a single rep. The qualification form was completed by **71% of leads** and company tags were applied to **92% of contacts**.

The strongest commercial signal is the concentration on **X9 Servo Drives** (69% of interested leads) and **VeloMotion Motion Controllers** (48%) — precisely Velora's two strategic product lines. The competitors most cited in field notes are **Bosch Rexroth, Siemens and Lenze**, with at least 12 prospects openly evaluating a switch. The hottest lead of the event is **Dr. Marco Bianchi @ IMA Active**, evaluating a switch from Rexroth with €140k of budget allocated for Q3 2026.

LEADS CAPTURED

134

of 150 target · 89%

QUALIFIED

9 /134

with concrete next-step

COST PER LEAD

€284

€38,000 / 134

ESTIMATED PIPELINE

€1.6M

52 leads with declared value

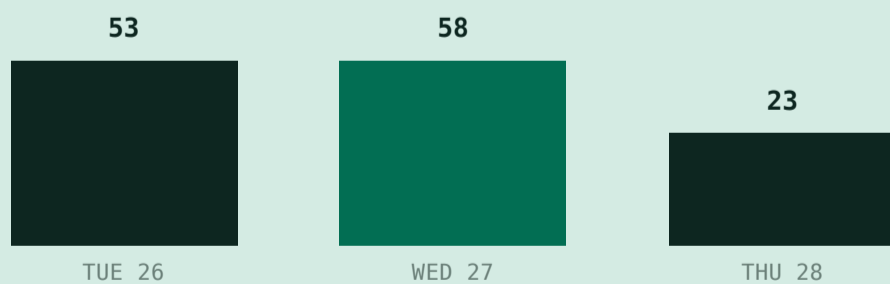
Performance vs Target

§ 01 / GOAL TRACKING

The team closed at **89% of target**, distributing activity evenly across the 3 days. Peak on day-2 (58 leads) — expected behaviour at SPS Italia, where Wednesday is traditionally the day of highest industrial buyer attendance.

Leads per day

26 → 28 MAY 2026



✓ **Excellent pacing** — first two days almost identical, fade on day 3 (typical SPS Italia pattern: Thursday loses senior buyers).

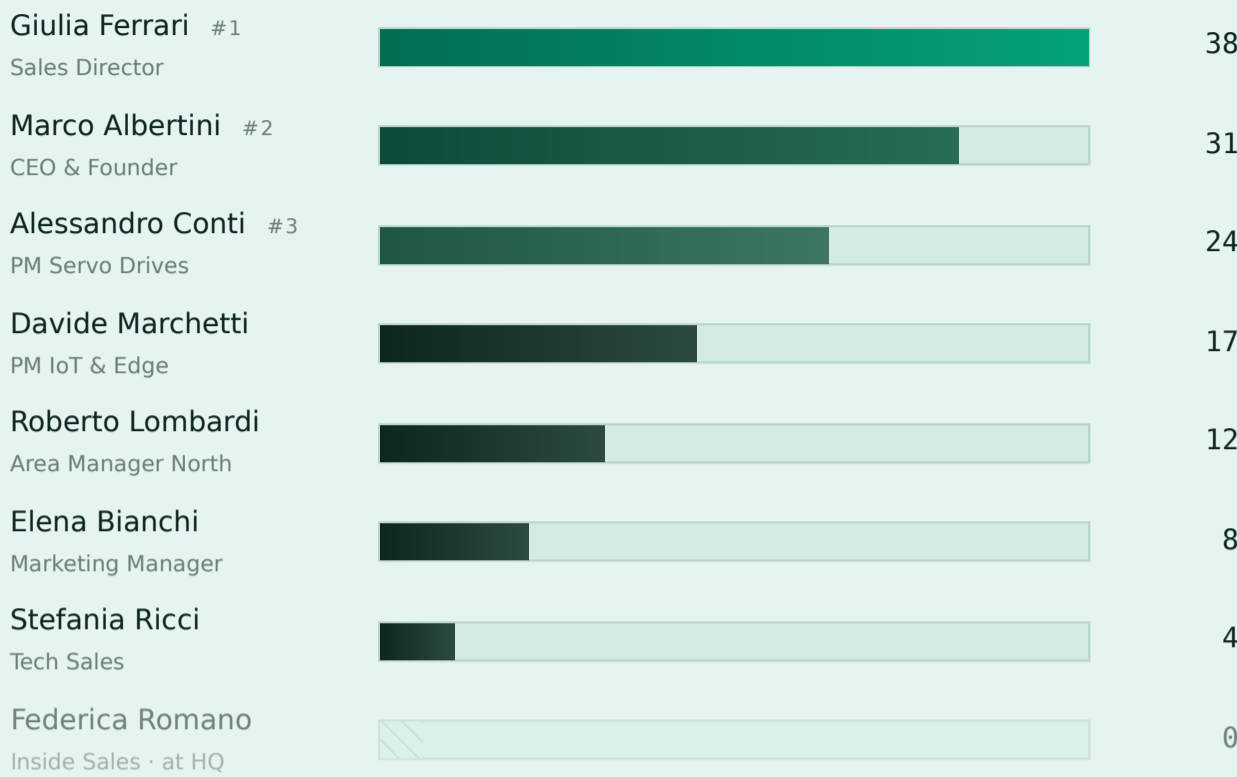


134 / 150
SCANS · TARGET

Useful cost-per-lead: **€284** · Industry benchmark: €450-600

Team Activity

Balanced distribution across 7 of 8 team members. Stand presence organised in shifts to cover all three days and allow dedicated technical deep-dives with the more structured prospects.



Balanced distribution.

The top 3 reps captured 69% of leads — no over-dependence on a single person. It's the healthiest team distribution pattern observed among Linkly customers in the manufacturing segment.

CEO in the trenches.

Marco Albertini #2 with 31 leads. The 6 most strategic prospects (€>100k) went through his desk on the floor — typical pattern in competitor-switch deals where the founder provides technical and relational endorsement.

Federica at HQ.

The zero on Federica is expected — Inside Sales stayed in Milan to handle live follow-up during the event (43 emails sent, 12 calls scheduled before Thursday close).

Hottest leads · contact within 7 days

Top 6 leads by composite *heat score*: QUALIFIED status, notes with explicit next-step, declared lead value, contact data completeness.

#	CONTACT	COMPANY	FIELD NOTES	HEAT
01	Dr. Marco Bianchi R&D Director	IMA Active Bologna · pharma packaging	★ QUALIFIED €140K <i>"switching from Rexroth servo on blister line. X9 demo with CODESYS. Decision Q3 2026. Vicenza lab visit booked June 18."</i>	■■■■■ 15
02	Ing. Paolo Conti Senior Engineering Manager	Marchesini Group Pianoro (BO) · packaging	★ QUALIFIED €110K <i>"retrofit on high-speed pharma line. Motion controller with integrated safety. Meeting confirmed June 12 @ HQ Pianoro."</i>	■■■■■ 13
03	Marie Dubois R&D Director	SECMI Plastiques Lyon · injection OEM · 200 emp.	★ QUALIFIED €85K/Y <i>"plastic injection OEM. Evaluating X9 vs Lenze i700. Likes X9 Studio diagnostics. Quote on 50 drives/year."</i>	■■■■■ 12
04	Lorenzo Bianchi Plant Manager	Pieralisi Maip Jesi · olive mill machinery	★ QUALIFIED €60K <i>"replacing existing S7-1500. Interest in integrated motion controller. Plant visit scheduled June 24."</i>	■■■■■ 11
05	Stefano Marchini CEO	MarchPack SRL Bologna · existing HMI customer	★ QUALIFIED €45K <i>"existing HMI customer. Expanding to motion. Package proposal by June 15. Near-certain up-sell."</i>	■■■■■ 10
06	Patrick van Berg Owner	HOMA Automation BV Eindhoven · system integrator	★ QUALIFIED <i>"Dutch F&B integrator. Wants Benelux distribution partnership. To enter partner program Q3."</i>	■■■■■ 10

€1.6M

is the aggregate estimated pipeline from the 52 leads with declared lead value. The coming quarter can reasonably close 15-20% of that (€240-320k) if the top 9 qualified leads are worked within 2 weeks.

→ INDUSTRY BENCHMARK CONVERSION RATE: 18% IN THE FIRST 90 DAYS

Commercial intelligence from field notes

§ 04 / FIELD INTEL

71 of 134 leads (53%) have commercial notes from the team on the floor. Linkly automatically aggregated and categorised the content — three strategic clusters emerge clearly.

VELORA PRODUCTS MENTIONED

Product lines driving interest

- X9 Servo x41
- VeloMotion x24
- X9 Studio x14
- IM Motors x11
- VC HMI x9
- VL-50 Gateway x8
- CODESYS Profile x7
- OPC UA stack
- Integrated safety

X9 Servo dominates clearly with 41 mentions. The advanced X9 Studio diagnostics is the most cited technical differentiator — a topic to push in post-event marketing material.

COMPETITORS BEING EVALUATED

Who prospects want to switch from

- Bosch Rexroth x14
- Siemens x9
- Lenze x7
- B&R x6
- Schneider x5
- Beckhoff x4
- Rockwell x2
- ABB
- Pilz

Rexroth is the main incumbent to displace — 14 prospects openly evaluating a switch. Prepare a dedicated battle card and sales training to handle the pricing/reliability objection.

COMMITMENTS MADE IN THE FIELD

Post-event to-do

- X9 + IM motors datasheet
- Quote 50 drives
- X9 Studio demo
- Vicenza lab visit
- Volume pricing
- Motion controller sample
- Benelux partnership
- HQ meeting
- EN/FR/DE catalogue

At least **28 explicit commitments** for sending materials or scheduling meetings automatically extracted from notes. Operational to-do list ready — assignable via CRM in the next 7 days. **Tracking these promises = priority.**

ICP SWEET SPOT

59%

Audience in the "OEM mid-volume" 50-1,000 machines/year bracket — Velora's perfect target.

NATURAL BUNDLE

40%

52 of 134 leads interested in X9 + VeloMotion paired. To be proposed as a single package.

HOT TIMING

36

Leads actively evaluating or planning for H2 2026. To be activated in the next 4 weeks.

GEOGRAPHIC REACH

12

Countries represented. 78% Italy, 22% EU (FR, DE, NL, CH, ES, AT lead the rest).

Operational recommendations

Four urgent actions on immediate follow-up and four strategic actions for the H2 2026 cycle.

– FOLLOW-UP · NEXT 2 WEEKS

WITHIN 48H · TOP LEAD

01

Email + demo for Dr. Marco Bianchi (IMA Active)

€140k in evaluation, switch from Rexroth. Send X9 + IM motors datasheet + confirm X9 Studio demo by Friday. Rexroth → X9 battle card to be prepared before the June 18 visit.

WITHIN 7 DAYS · 9 QUALIFIED

02

Dedicated sequence on the 9 qualified leads

Estimated aggregate pipeline €620k. Assign 1 owner per lead, schedule a specific touchpoint (no batch emails). Conversion target 18-22% in 90 days.

WITHIN 14 DAYS · 28 PROMISES

03

Execute promised follow-ups from notes

28 explicit commitments automatically extracted by Linkly: quotes, datasheets, samples. Export the to-do list from the database → assign to the 2 Inside Sales reps with tracked deadlines in CRM.

PARTNERSHIP · BENELUX

04

Open partner program · HOMA Automation

HOMA Automation (NL) requests a Benelux distribution partnership. Patrick van Berg already has an F&B pipeline estimated at €400k. Prepare partner program terms and proposal by June 30.

– STRATEGY · H2 2026

MARKETING

05

Rexroth → X9 battle card

14 prospects evaluating a switch from Rexroth. Detailed comparison material (specs, pricing, TCO, support) in IT/EN. Distribute to the sales team within 30 days.

SALES ENABLEMENT

06

Bundle X9 + VeloMotion as default

52 leads (40%) expressed interest in both — it's the natural pairing. Create a bundled offer with combined pricing to make standard commercial proposals easier.

EVENT ROI

07

Mandatory lead value at next event

61% of leads without a pipeline estimate. Configure the "Annual potential" field as mandatory post-scan (range <25k / 25-100k / 100-500k / >500k). Event ROI fully measurable end-to-end.

CALENDAR

08

Confirm attendance at SPS Italia 2027

SPS Parma confirmed that the OEM 50-1,000 machines audience is a perfect ICP and that cost-per-lead (€284) is 40% below industry benchmark. Reconfirm stand slot by September.

SPS Italia 2026 was a **commercially solid and operationally disciplined event**. The combination of distributed team, form at 71%, tags at 92% and cost-per-lead at €284 represents the optimal usage pattern of Linkly — this report is a concrete example of how AI extracts commercial value from data structured well on the field, in under 5 days from the event's close.

Dr. Marco Bianchi must be contacted within 48h. The next 90 days will decide whether the €1.6M of estimated pipeline turns into the €240-320k of closed revenue that industry benchmarks suggest.