IndustryApps

Unlocking Industrial Digital Transformation

Rolf Knoerzer, CEO | rolf-k@industryapps.net

Who We Are

IndustryApps is a Next-Gen Industrial Platform that enables rapid and scalable digital transformation.

IndustryApps addresses longstanding challenges with Industrial technology deployment, data and system interoperability, connectivity, and integration challenges by creating a harmonized Dataspace within and between organizations in the Industrial value chain.

IndustryApps' holistic and self-paced approach to digitalization empowers industrial leaders to build digital platforms that ensure business longevity and competitiveness.

Founded:
2018

HQ:
Singapore

Team Members: **30**

The Problem – Industrial Technology Today

Digitalization is essential to industrial businesses' innovation, efficiency, and longevity, but data and system siloes across disconnected assets and processes inhibit them from executing at full scale.

LIMITED INTEROPERABILITY

Most factories use legacy machines and outdated and aging technology. Heterogenous system landscape with no standards or interoperability

COMPLEX INTEGRATION

Proprietary protocols and data siloes create integration complexity and pose challenges to the successful adoption of Industry 4.0 technologies.

RESTRICTED INNOVATION

Inflexible systems restrict the ability to collaborate with external third parties and new vendors.

The Solution

We provide a Next-Gen Platform for industrial digital transformation, built to drive enables agile and scalable technology adoption (AI/ML, Industry 4.0, Smart Factory) across the industrial world.

Facilitates connectivity across assets, systems, and processes for data standardization across the value chain

Enables simple, plug-and-play adoption of new technology solutions without costly implementation or specialized resources
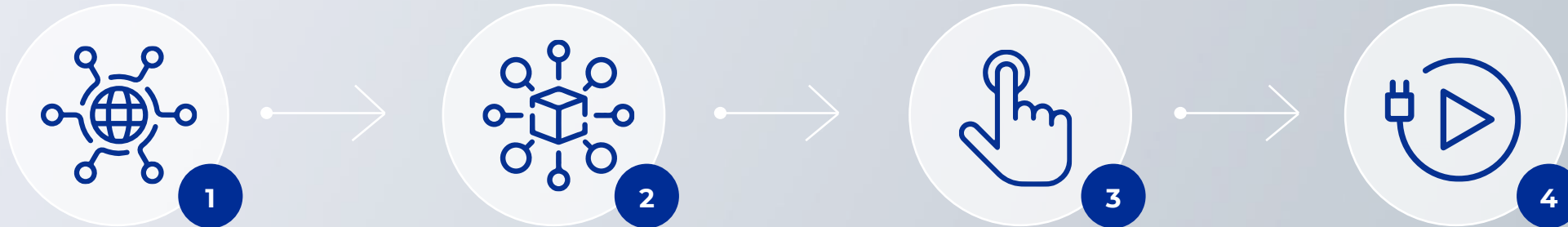
Creates flexibility to share and collaborate with industry partners

Customer Journey

The IndustryApps ecosystem digitalizes production environments
in a comprehensive yet manageable way. All under a simple subscription.

1 **2** **3** **4**

EDGE OS

Suite of Connectors
(IT/OT) from leading Market
players

Connect to Machines
and IT systems

DATASPACE

Secured storage
of your standardized
Digital Twins

Complete Data
Ownership

Data Sovereignty

DIGITAL FACTORY

Standardized User
Interface for Data
Management/
Governance and
Application Deployment

APPSTORE

Plug and Play
curated solutions
from Global
Vendors

Our Value Add

IndustryApps offers a new paradigm for digital transformation that accommodates varying needs and stages of industrial digitalization.

Self-paced adoption with simple deployment

Open stack covering all IT/OT connectivity needs

One platform to access both basic shopfloor tools or advanced AI

Plug-and-play Tech adoption through low skilled resources (Community Product owners)

Secured data exchange and collaboration with partners (Connected factories)

Be Future ready with ability to comply with EU data rules or Industrial Dataspace

Central platform to deploy, support and customize solutions based on needs

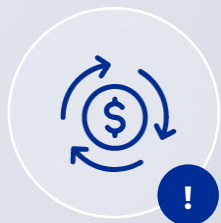Achieve interoperability between existing and new applications

Why Now?

DATA INTEGRATION IS A PERVASIVE CHALLENGE

60% of industrial companies cite a fragmented data landscape (due to legacy IT architecture) as the most prominent barrier to digitalization

DIGITAL TWIN IS A TOP-OF-MIND PRIORITY

77% of manufacturing CIOs say that they are likely to implement Digital Twin technology by 2025 (ranked in top 5 important technologies)

CLEAR AND IMMEDIATE ROI IN GO-TO-MARKET

Organizations that automate IT processes for data model/application development are estimated to deliver products and services 30% faster

LONG-TERM WORKFORCE ENABLEMENT

Industrial leaders who adopt digital manufacturing capabilities see a 10-20% direct labour productivity improvement
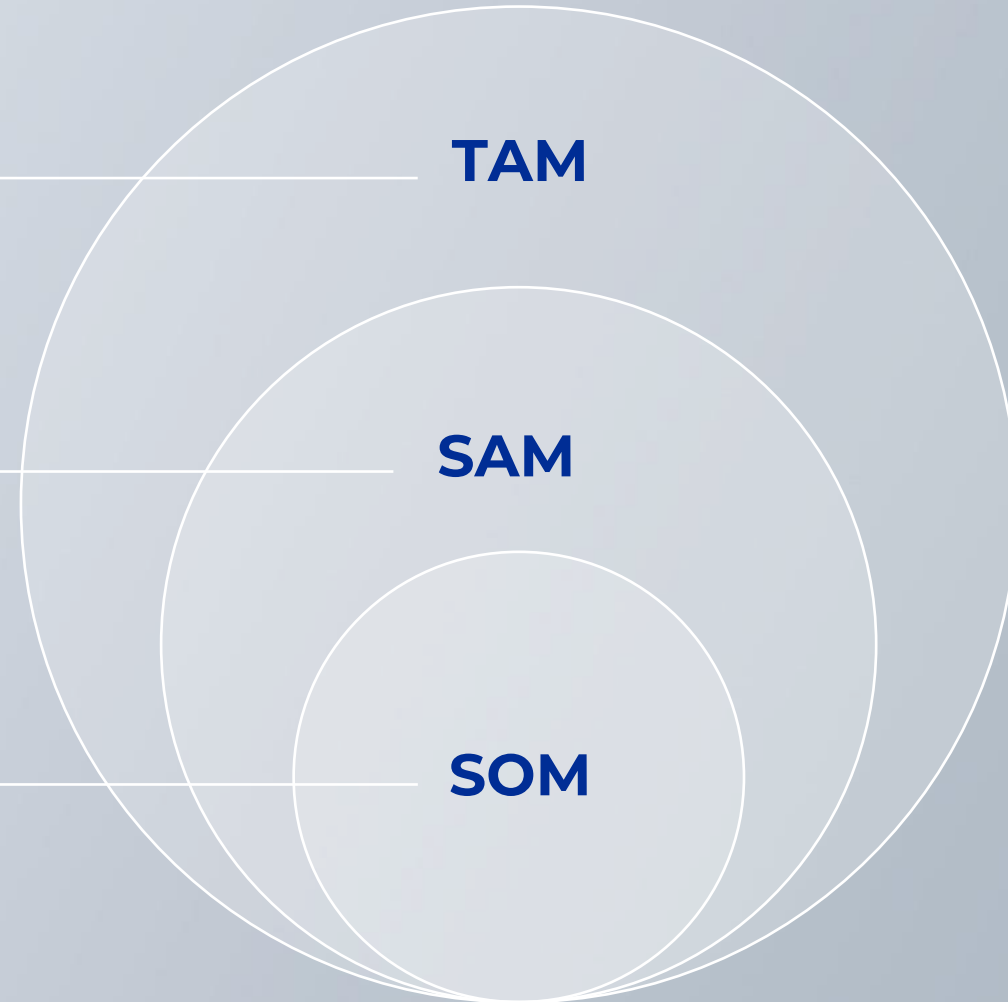
Market Size

$116B ———————————————————— **TAM**

Global Enterprise Data Management and
Manufacturing Operations Management
Software & Services Markets 2023

$10B ———————————————————— **SAM**

Global DataOps Platform and SME Segment
of Manufacturing Operations Management
Software & Services Markets 2023
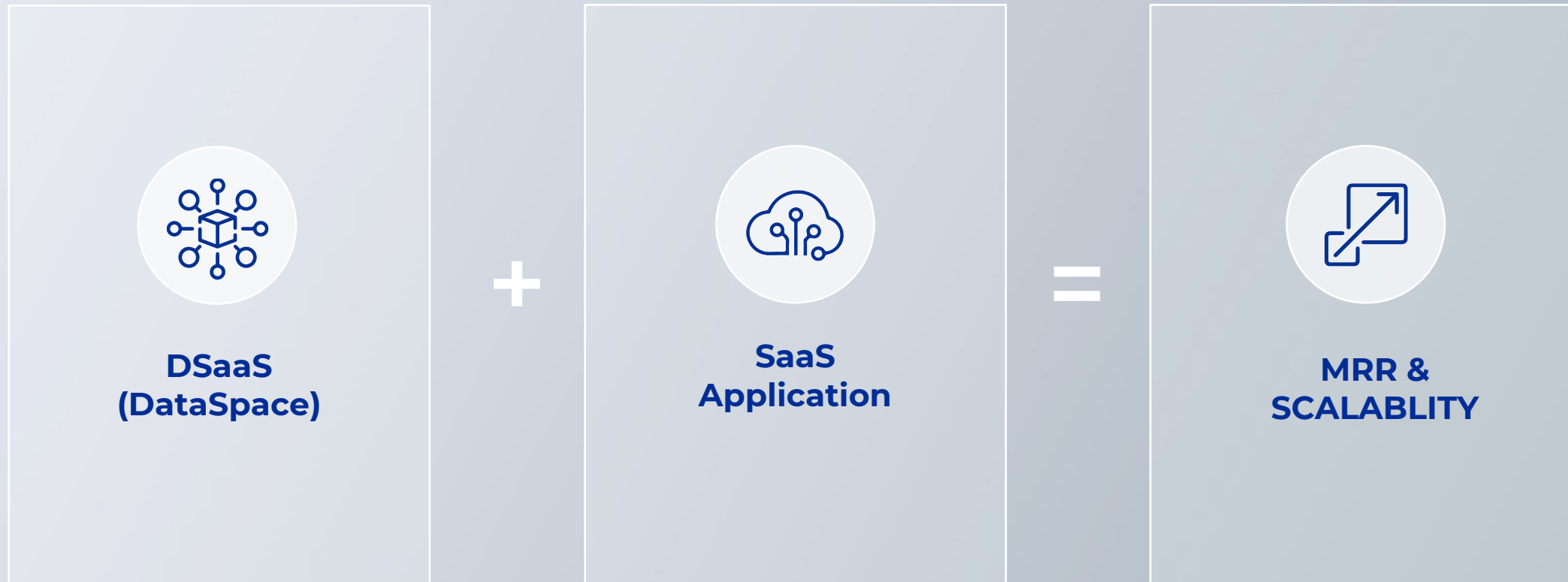
$1B ———————————————————— **SOM**

Assumed 10% Market Penetration of Global
DataOps Platform and SME Segment
of Manufacturing Operations Management
Software & Services Markets 2023

Business Model

In order to obtain max SME market share IndustryApps focuses on:

DSaaS (DataSpace) + **SaaS Application** = **MRR & SCALABLITY**

Customer Acquisition Strategy

NETWORK

IndustryApps is leveraging its network of industrial leaders with high conversion potential

SALES TEAM

IndustryApps is building sales teams in global regions with high target segment concentration

INDUSTRY ASSOCIATIONS & CONFERENCES

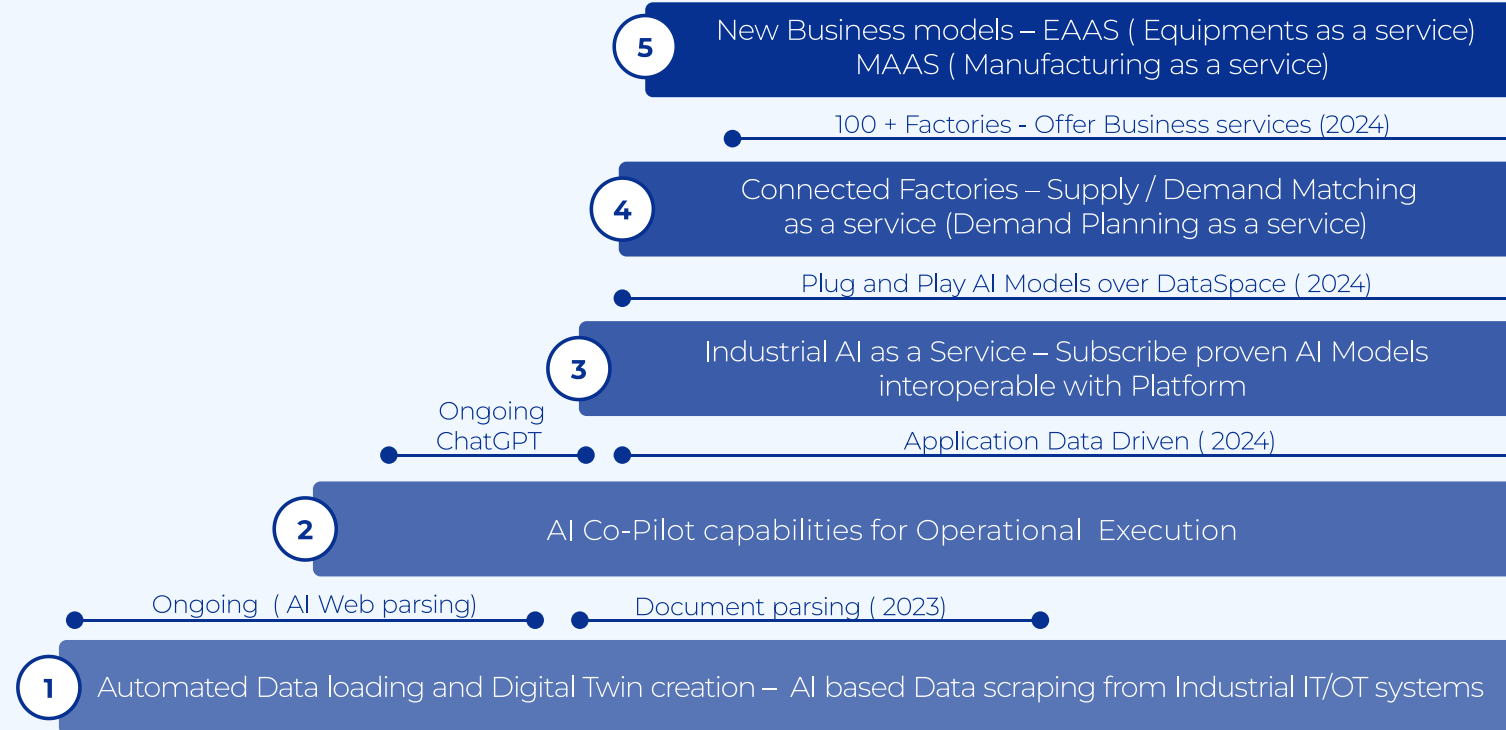IDTA, Ecl@ass, Industry 4.0 Alliance, German Accelerator

STRATEGIC PARTNERS

IndustryApps is engaging Lean or IT Consultants that have existing relationships with target clients
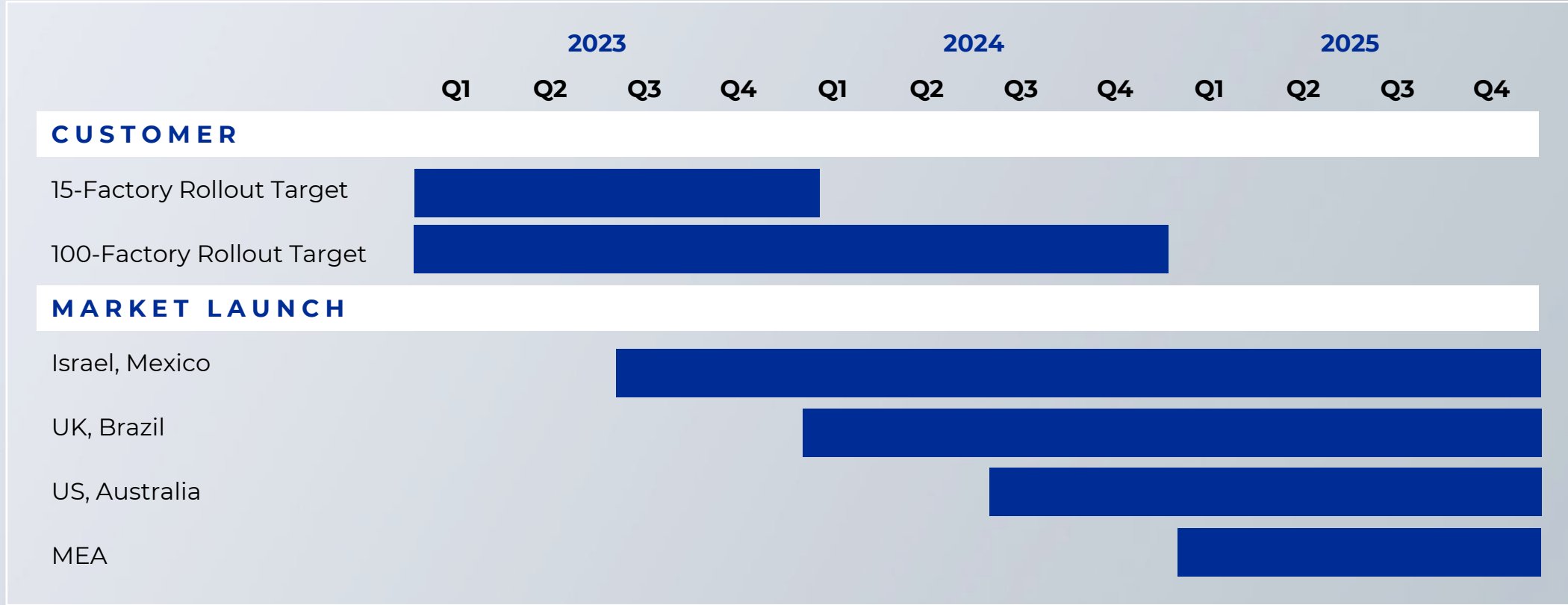
Product Roadmap

Technology Integration

5 — New Business models – EAAS (Equipments as a service) MAAS (Manufacturing as a service)

100 + Factories - Offer Business services (2024)

4 — Connected Factories – Supply / Demand Matching as a service (Demand Planning as a service)

Plug and Play AI Models over DataSpace (2024)

3 — Industrial AI as a Service – Subscribe proven AI Models interoperable with Platform

Ongoing ChatGPT

Application Data Driven (2024)

2 — AI Co-Pilot capabilities for Operational Execution

Ongoing (AI Web parsing)

Document parsing (2023)

1 — Automated Data loading and Digital Twin creation – AI based Data scraping from Industrial IT/OT systems

Product Roadmap

1 AI driven Digital Twin Modeler

2 Industrial AI as a Service

3 AI - Co pilot Autopilot Mode

4 Business Matching Services

5 Manufacturing as a Service

The Vision

IndustryApps is building one platform for industrial digitalization, converging legacy and future technologies. Over the next three years, we are committed to expanding our global presence and firmly establishing our position as the go-to provider for small and medium-sized enterprises. Through this concerted effort, we will earn the credibility necessary to enter the enterprise market and take on the most challenging digitalization projects.

		2023				2024				2025			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
CUSTOMER													
15-Factory Rollout Target		███	███	███									
100-Factory Rollout Target		███	███	███	███	███	███	███					
MARKET LAUNCH													
Israel, Mexico				███	███	███	███	███	███	███	███	███	███
UK, Brazil					███	███	███	███	███	███	███	███	███
US, Australia						███	███	███	███	███	███	███	███
MEA								███	███	███	███	███	███

Our Team

Rolf Knoerzer
CEO

Rolf is a highly experienced mechanical engineer with over 30 years of experience in industrial manufacturing, and has held executive positions in multinational corporations throughout his career. As the former Head of Operations & Supply Chain Asia for Henkel Group, Rolf was responsible for the management of $2.5B in revenue across 40 sites and 4,000 employees. His specialty lies in the areas of Lean and Digitalization, and he has an impressive understanding of the shopfloor, business processes, and the implementation and usage of digital systems.

Sandeep Sreekumar
COO

Sandeep is a highly experienced industry thought leader who has been recognized as one of the world's top 50 Industry 4.0 thought leaders. With 20 years of experience in industrial digitalization, Sandeep has held leadership positions with the Henkel Group where he was the Global IT/OT Architecture Head and Head of Digital Operations, driving Smart Factory program implementations in 140 sites worldwide (some designated by GEF as Lighthouse Industry 4.0), including in China, Malaysia, and Indonesia.

Jayadev Vasantham
CTO

Jayadev is a visionary technology leader with over 20 years of experience in the IT and digital space. He has successfully held various management and board positions with Geojit Technologies in India throughout his career. His breadth and depth of expertise have enabled him to drive multi-million-dollar international projects with cross-cultural and geographically distributed teams.