

High Potential Initiatives Profiles

1 Accelerator

FINODEX



2 Project and Organization

ZEUS

ISETIC TECHNOLOGY, S.L.



2.1 Country

Spain

2.2 Project Abstract

The development of new technologies has led to the emergence of new unmet needs so far. On the one hand, companies increasingly rely on their ICT systems in their production and business processes; On the other hand, consumers, as users, increasingly demand more information, customized solutions better connectivity and usability of products and equipments. This means a challenge for the industry that requires monitoring, measuring, analyzing, automating operations and interconnecting products and devices to Internet.

ISETIC and ZEUS were born to face these new challenges offering ZEUS solution as an integral service for monitoring, managing and automating the whole value chain of our customer, including key processes like production processes, distribution and connectivity of manufactured products or ICT systems.

ZEUS is based on an advanced cloud computing platform, universally accessible via the Internet from anywhere in the world and device, 365 days a year and with a new “Low Cost” & “Flat Rate” business model where the client does not make an initial investment. ZEUS combines advanced technologies offering new functionalities (real time monitoring, automated diagnostic and solution of incidences, predictive analysis and in-depth analysis, combination of open and internal data, process in the big data module) in a single service that will be a qualitative leap compared to the existing services in the market. Both the technology and the business model (the presentation of the solution as a service, distributed in a cloud computing format, with a cost oriented offer is a unique proposition in the market) and its application to markets and sectors has growing potential.

Considering the current growth trend of internet interconnection of everyday products and the influence of ICT in business processes and advanced manufacturing, ISETIC’s business idea represents a unique business opportunity for exploiting a service tailored to our customers needs, becoming a disruptive innovation in the market.

2.3 Sector

Manufacturing

2.4 Target Market

ZEUS service is principally targeting enterprises (B2B), between 5 and 1,000 employees, that partially or fully automate their business or manufacturing processes by using IT technologies, and manufacturing companies which want digitally interconnect their products online. These companies belong to industrial, energy, smart cities and service sectors. Many of them are already demanding services like the ones offered by ISETIC without success because of the costs, the complexity or the lack of customization and flexibility of existing solutions. In Europe the number of potential customers B2B exceeds 20,000,000 what makes unable to estimate potential customers service B2C Internet of Things. ZEUS has identified 3 commercialisation channels:

- Direct sales;
- Potential service providers specialized in offering ICT services and products to industries in each country;
- Instrumentation and control engineering partners offering our services as technological managers or as service providers, incorporating its value proposition to their applications.

It is now planning to accelerate the market uptake and closing agreements with partners and distributor companies mentioned above that have access to big base of customers and are interested in distribute our services. Two of them will introduce the ZEUS service to more than one hundred clients at once. Zeus is already on the market.

2.5 Business Model

The Zeus' business model is cost driven: due to the technology, the business intelligence processing data into information, the maximum automation of operative tasks and its small structure, ISETIC will be able to offer a 'low-cost' service. Administrative and commercial tasks have been simplified with 'flat-rate' 'all-included' conditions for the service. This low- cost value proposition will give ISETIC access to a big community of customers in sectors with growth potential solving real problems. This cost driven business model will require economies of scale and economies of scope that will be possible thanks to the application of ZEUS service to a wide spectrum of sectors (advanced manufacturing, renewable energy production, smart cities, street and traffic lighting, pipelines and outdoor installations...).

The revenue stream selected by ISETIC is a yearly subscription with an initial fee, to cover the installation and adaptation costs, and a monthly fee with an 'all-inclusive' nature giving continuous full access to the service for a timeframe. ZEUS offers a cost effective solution for a high added value service with essential attributes for a huge base of potential customers. ISEIC chose a fixed flat rate "Menu" with predefined prices based on customer segments.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

2.6 Website

<http://www.isetic.com>