

# FocalPoint 40 Profile: Axeda

## Contact Axeda

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## Axeda Summary

Based in Mansfield, Massachusetts, Axeda is a provider of self-coined “device relationship management” (DRM) solutions. The company has developed DRM solutions to simplify and streamline the flow of real-time information from devices to people and business systems.

## Axeda Offerings

Axeda offers a new category of enterprise software products. Designed to address an “information blind spot,” Axeda’s DRM solutions give users more access to and control over the considerable amount of data created by the fleet of machinery and inanimate assets in a user’s enterprise. More specifically, the company’s software captures and communicates device performance and usage data continuously and automatically, so that service personnel can remotely access devices as needed. Products range from embedded control systems to enterprise software solutions. The ultimate purpose of these systems is to allow manufacturers and service providers to use the Internet to monitor, manage, and service intelligent devices deployed at remote sites.

## Axeda Differentiation

Axeda offers customers in high criticality environments the ability to harness valuable data that is normally confined to devices. Axeda’s solutions offer customers the ability to:

- 1) reduce operational costs through service optimization and preventive maintenance;
- 2) shorten the service cycle through remote diagnostics;
- 3) modify system configurations remotely;
- 4) make software upgrades automatically;
- 5) automate commerce through services like pay-for-use billing or consumable tracking and resupply; and
- 6) improve safety and security.

Axeda aims to deliver practical remote management of devices on a global scale, while enabling businesses to exploit this new source of real-time data to improve operations and customer satisfaction.

## Scitex Digital Printing

### Case Study

To Scitex Digital Printing, a manufacturer of high-end digital printing systems, equipment productivity and customer satisfaction are critical. The Axeda Relationship Management System™ allows Scitex to remotely



monitor and to perform diagnostics and repairs on its printing systems deployed worldwide. Axeda’s customized DRM solution enables Scitex to collect operational data about the printing systems, including throughput, ink pressure and temperature, vacuum, charge voltage, ink type and concentration, as well as additional parameters. These indicators of performance are also useful in determining the source of errors. Real-time notification is delivered to the field engineers based on information received directly from the device, allowing for proactive repairs and maintenance. In this capital-intensive business, the Axeda solution helped Scitex minimize unscheduled downtime, extend product life, expedite installations and repairs, and increase the firm’s credibility in terms of quality and service. On top of this ROI, Axeda also opened the door for additional revenue generation and cost saving opportunities for Scitex, such as automatic re-supply of ink and the ability to implement pay-per-use billing based on real-time monitoring of usage.

## Axeda Markets

Axeda has worked with thousands of companies that are seeking methods of gathering critical information from their business assets, such as industrial machines, instruments, equipment, sensors, facilities, and any device with a computer-based control system. Axeda recognizes the opportunity of its DRM solution and works to provide solutions to all companies that “build, service, or use intelligent devices.” Indeed, the company currently offers solutions to the medical, semiconductor, office, high technology, retail, and building sectors and has worked with such notable customers as Abbot Laboratories, Beckman Coulter, Hitachi, Varian Medical Systems, Air Liquide, Toshiba, and Scitex.

## FocalPoint Perspective

As M2M companies go, Axeda is a pioneer. More than a decade old, Axeda has systematically expanded into markets with ever-broadening expertise and product offerings. What is perhaps more important to Axeda’s success has been a clear understanding of the business implications of DRM and a relentless drive to educate the market about them. Axeda’s partnership with SAP, which gives the mySAP platform access to real-time device information, is also encouraging. We firmly believe the ERP era, though somewhat besmudged, set a very solid foundation for M2M; it’s promising to see Axeda taking advantage of these enterprise systems. One caution would be that the DRM phrase has become too associated with Axeda to serve as a more agnostic industry definition. But, no matter what you call it, Axeda will continue to be one of the clear leaders in the M2M market as more enterprises begin to expect complete access and control of their mechanical assets.