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### CONTACT INFORMATION

Laurent COUILLARD  
CEO

.....  
**other contact :**

Guillaume THOMAS  
CTO

.....  
**other manufacturing & business plants :**

Distribution partners  
France: Visiativ  
Nordics: Technia  
Germany/Austria: Transcat

### KEY FIGURES

**Employees : 10**  
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# OPTIMDATA

## PRESENTATION / KNOW-HOW

### ProductInUse: Knowing better real machine usages to better serve the customers

Digitalization is a major opportunity for industrials to increase profitability and accelerate growth. It is the mean to enter into the new era of the service economy. The application ProductInUse® helps industrials to perfectly understand customers and the usage of the machine they have bought. It enables to build new innovative service offers tailored to the market segmentation of your expertise. The application, delivered to your customers will help them to get the best out of their production systems, thus increasing their loyalty to your brand. OptimData expertise and ProductInUse application help you enter in this new digital era.

### ProductInUse helps industrials in their digital transformation

What if machines could talk to you?

Then you would differentiate every single customer from the others upon their machine usage. You would deliver a value added tailored support to each customer to optimize their production performance and their uptime while anticipating failures. You would analyze real costs on operation and identify potential sources of savings. You would better analyze the match between innovation and customer demand and develop a servitization loop in your company.

ProductInUse aggregates an holistic view of all the digital information, filtering useful non useful data. It creates a global accurate knowledge of the machine and its usage through the people acting. This knowledge is transparently and securely shared amongst the data value chain stakeholders.

To the positive effect on the topline as well as the bottomline, Productinuse helps you increase the customer loyalty, a critical success factor for sustainable business.

## MARKETED PRODUCTS

Manufacturing and Process Automation	1						
Software for machines	1						
Diagnostic systems and software							

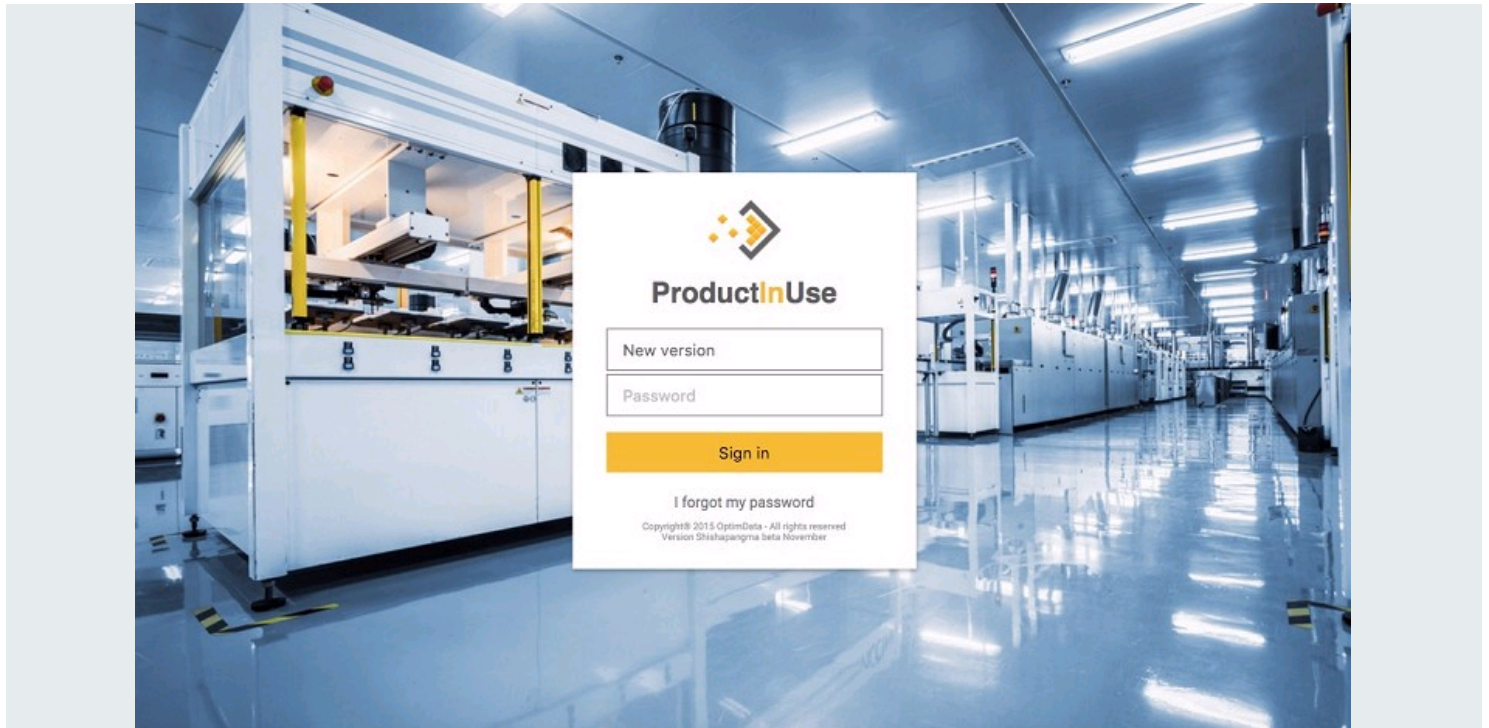
## BRANDS PORTFOLIO

1 PRODUCTINUSE

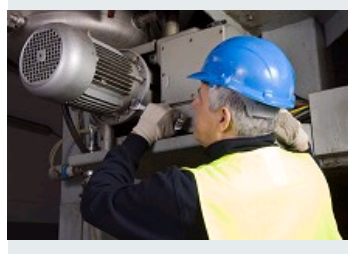


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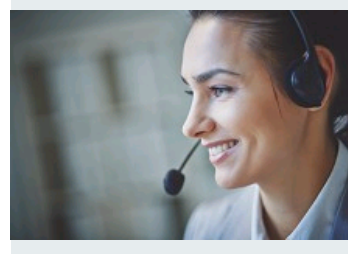
OPTIMDATA



AUGMENT THE OPERATORS



AUGMENT THE TECHNICIANS



AUGMENT THE CALL CENTERS

## NEW AND KEY PRODUCTS

**Learn from the past, Diagnose the present and anticipate the future**

Maintain the health record of the machines in use

Keep constant contacts between all stakeholders

Internalize and distribute knowledge for all production sites

Propose new added value services to your customers

## MAIN CUSTOMERS

**WE ARE TARGETING THE FOLLOWING MARKETS**

INDUSTRIAL MACHINERY & MOBILE EQUIPMENT

RENEWABLE ENERGY EQUIPEMENT (WIND & SOLAR)

MEDICAL EQUIPMENT



SYMOP  
Membre de la FIM