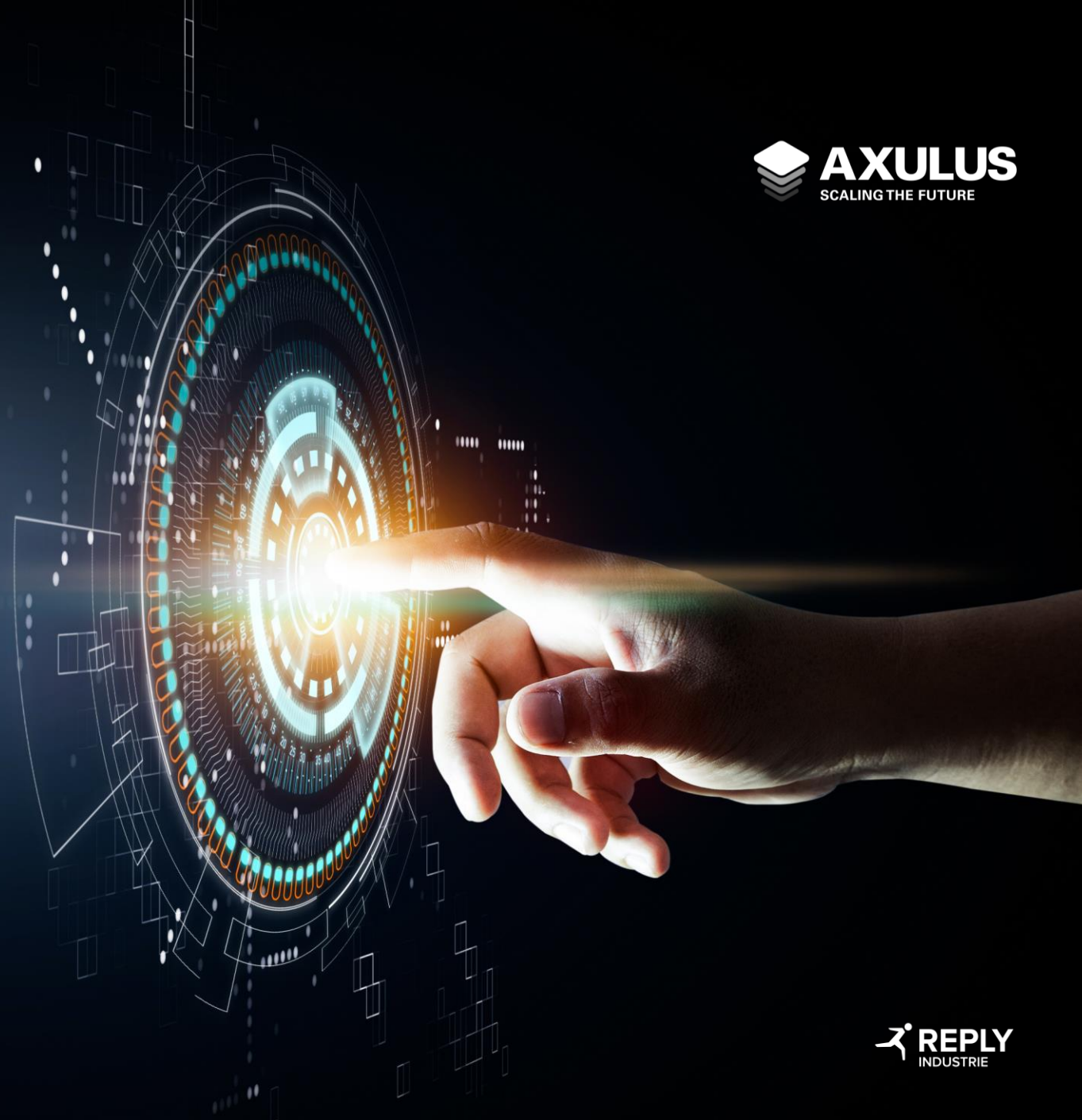




# Make your Digital Ideas Scale

**The AXULUS Methodology**  
June 2021



## **Our Mission**

# **AXULUS makes Digital Solutions scalable in complex Industrial Set-ups**

**From innovate to install and maintain based on  
modular reusable use cases and solutions with  
value quantified | technology your way | digital installation**



# Microsoft and AXULUS

## Connecting the Dots to Scale Digital



Innovate to Install Platform for Digital Solutions

Templify Solutions for Innovation, Configuration and Installation

Accelerate your Digital Value or Revenue Line by 2x – 5x

World Leading IoT Platform MS Azure Technologies and Microservices to Realize Industrial IOT Use Cases  
Strong Integrations into Business Processes

# Raking AI-Related Services for Production and IOT

**Smart Manufacturing Offering**  
Manufacturing 4.0

**BRICKREPLY**

**WHAT IS IT**  
Brick Reply is a Manufacturing Operation Management providing a smart set of apps to drive value in operations. It enables to sequentially manage the manufacturing processes from Production Planning, Execution up to Quality and Maintenance processes. Operations are supported both from an executive perspective and from operative one to avoid production issues in real-time and provide valuable insights in analytics and data security.

**BUSINESS TARGETS**  
Hybrid Cloud or On-premise Solution  
Enterprise, Medium, Small, Micro, Cloud Services  
Full Cloud Services  
Small and Medium Enterprises, Service, Production and/or Enterprise  
All Sectors  
Discrete Manufacturing, O&M and Automotive products

**MAIN FEATURES**  
External data interfaces and connectors configuration  
Smart Alerts and Events Management (Email, Notification, Slack, WhatsApp, etc.)  
Integration with Machine Learning Models  
Real-time monitoring and control  
Production Process Mgt and workflow rules design and validation for reactive execution and predictive and preventive maintenance and quality control

**Smart Manufacturing Offering**  
Predictive Maintenance by Senseye

**WHAT IS IT**  
Senseye is an intelligent and easy-to-use automatic condition monitoring and predictive analytics solution. It has been specifically designed for industrial environments, allowing them to easily forecast machine failure without requiring a team of expensive experts. Since it's based on the cloud, Senseye allows you to scale your predictive maintenance solution without great expense on long lead-times.

**BUSINESS TARGETS**  
Developed for Industry 4.0 factories, advanced condition monitoring and predictive analytics, for long production cycle production.  
Maintenance, reduce costly unplanned machine downtime and increase OEE

**MAIN FEATURES**  
Senseye helps decrease cost and risk by helping maintainers to:  
- Implement an effective predictive maintenance program  
- Improve the availability of machinery, driving up OEE  
- Reduce the scope of preventive maintenance  
- Perform maintenance with lower costs and business impact  
- Automate and scale diagnostic activities

**Smart Manufacturing Offering**  
Digital Transformation Consultancy

**OFFER AND SERVICES**  
Focus on process simplification and digitalization, change management and change methodologies

**BUSINESS TARGETS**  
Provide outstanding consulting services helping clients digitalize their business

**BUSINESS BENEFITS**  
- ISE approach, from consulting to implementation

**HIGHLIGHTS**  
One of the fastest growing niche consulting companies in Germany

**Smart Manufacturing Offering**  
AXULUS IIoT Value Scaling Accelerator

**OFFER AND SERVICES**  
AXULUS IIoT Accelerator helps the end users IIoT ecosystem (OEMs, Mfg, 3rd Party based industrial offering) provide the customer with the complete IIoT solution (solution design and implementation) including IIoT solution design and implementation services that accelerate IIoT ecosystem and roll-out by up to 5X

**BUSINESS TARGETS**  
Enable customer for accelerated IIoT value generation and customer retention

**BUSINESS BENEFITS**  
- ISE self-service approach: from use case to installation  
- Acceleration of value from IIoT solutions up to 5X

**HIGHLIGHTS**  
Only offering in the market that scales IIoT and digital value generation for customer to a self-service business.  
First partners and customer are embracing it!  
- ISE Use Case Library and Modular Solution Designer  
- Industrial hardened installation workflows  
- Cloud-based and enable with AI ready data structure



# AXULUS

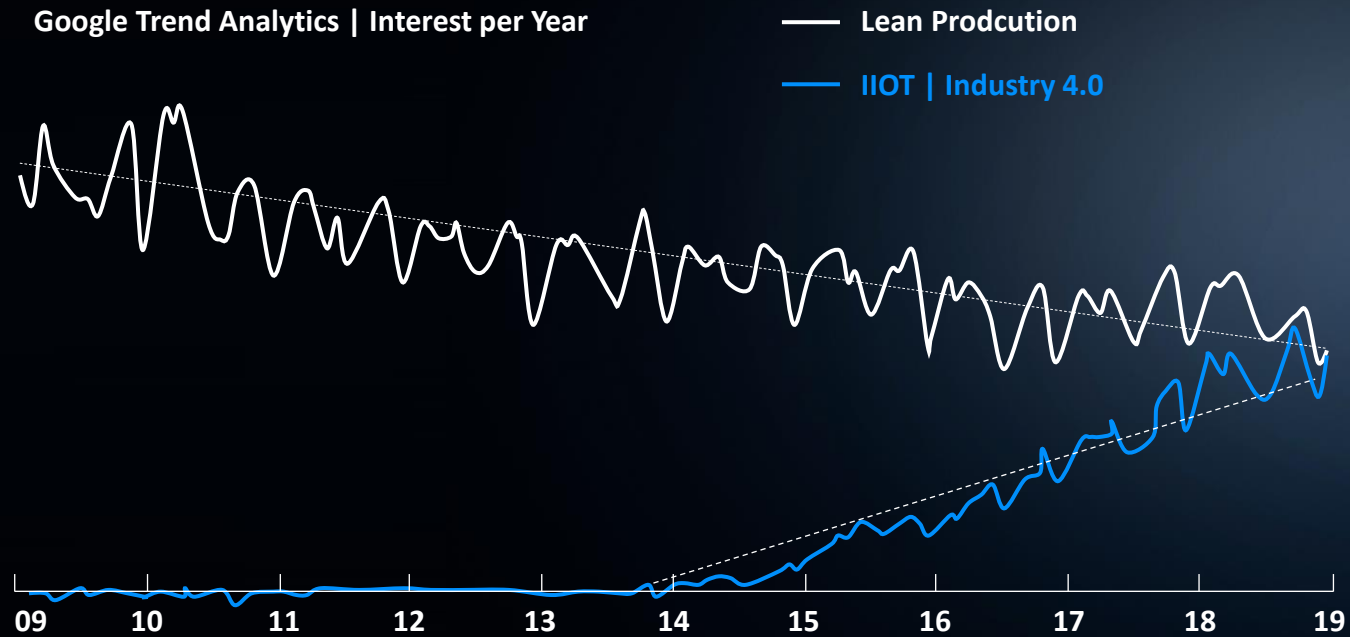
Proud Member of the Reply Network of Companies

## Leader in Industrial IOT

€ 1'3 Bn. Revenue

9000 Experts WW

# IIOT is the new Productivity Imperative in Production



Source: Industry 4.0 Capturing value at scale in discrete manufacturing | 2021, McKinsey



... and will transform it

USD **3.7 Trillion**  
value creation potential in 2025

**Significantly**  
Improved Supply Chain Performance

# But Companies struggle to take off on Digital

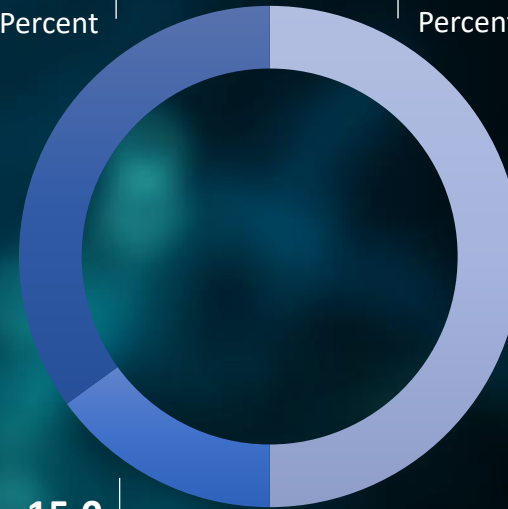
90% of companies from German-speaking countries planned the implementation of Industry 4.0 until 2020 already in 2017

Situation end of 2020:

Starting to Scale **35.0**  
Percent

**50.0** No Pilot started yet  
Percent

Identified Pilots **15.0**  
and Still Piloting Percent



# 80% of Digital / IIOT projects fall short

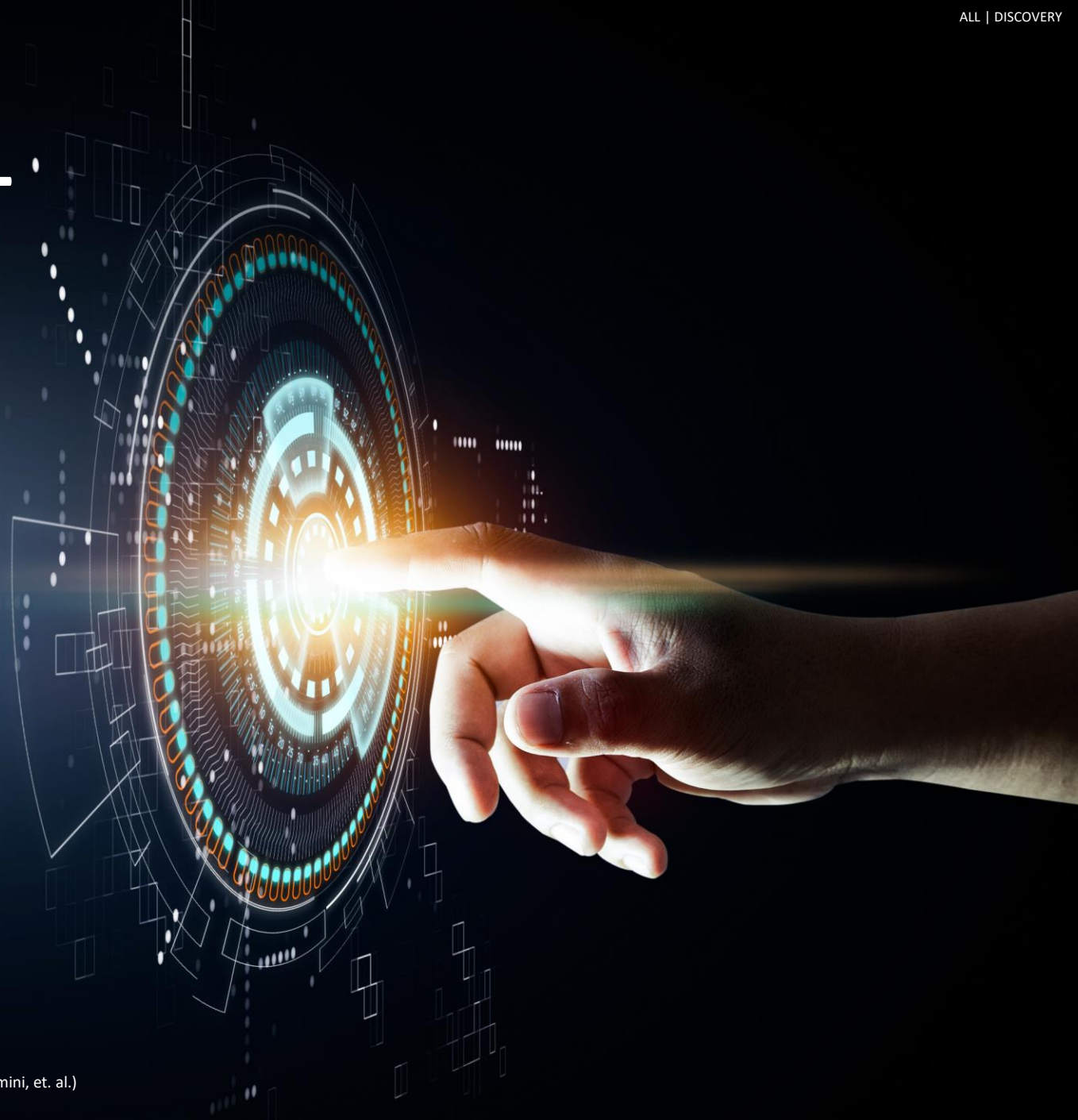
No Clear Value Add Defined “Bottom-up”

Lack of Organizational Alignment

Complexity at Shopfloor and Solution Space

Lack of Digital Expert Resources

Security Concerns







## The Innovation Platform to kick-start Digitalization and IIOT

Solution Templates to Start with  
**Solution as a Service**

'Configure to Site' Methodology to  
Scale **Solution Lifecycle Management**

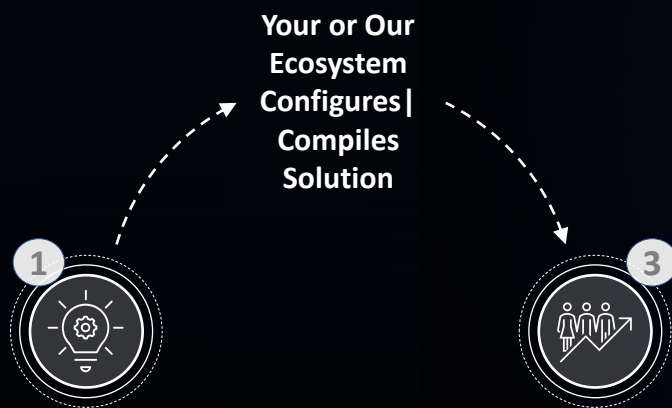




# AXULUS

SCALING THE FUTURE

## Your Digitalization & IIOT Autopilot



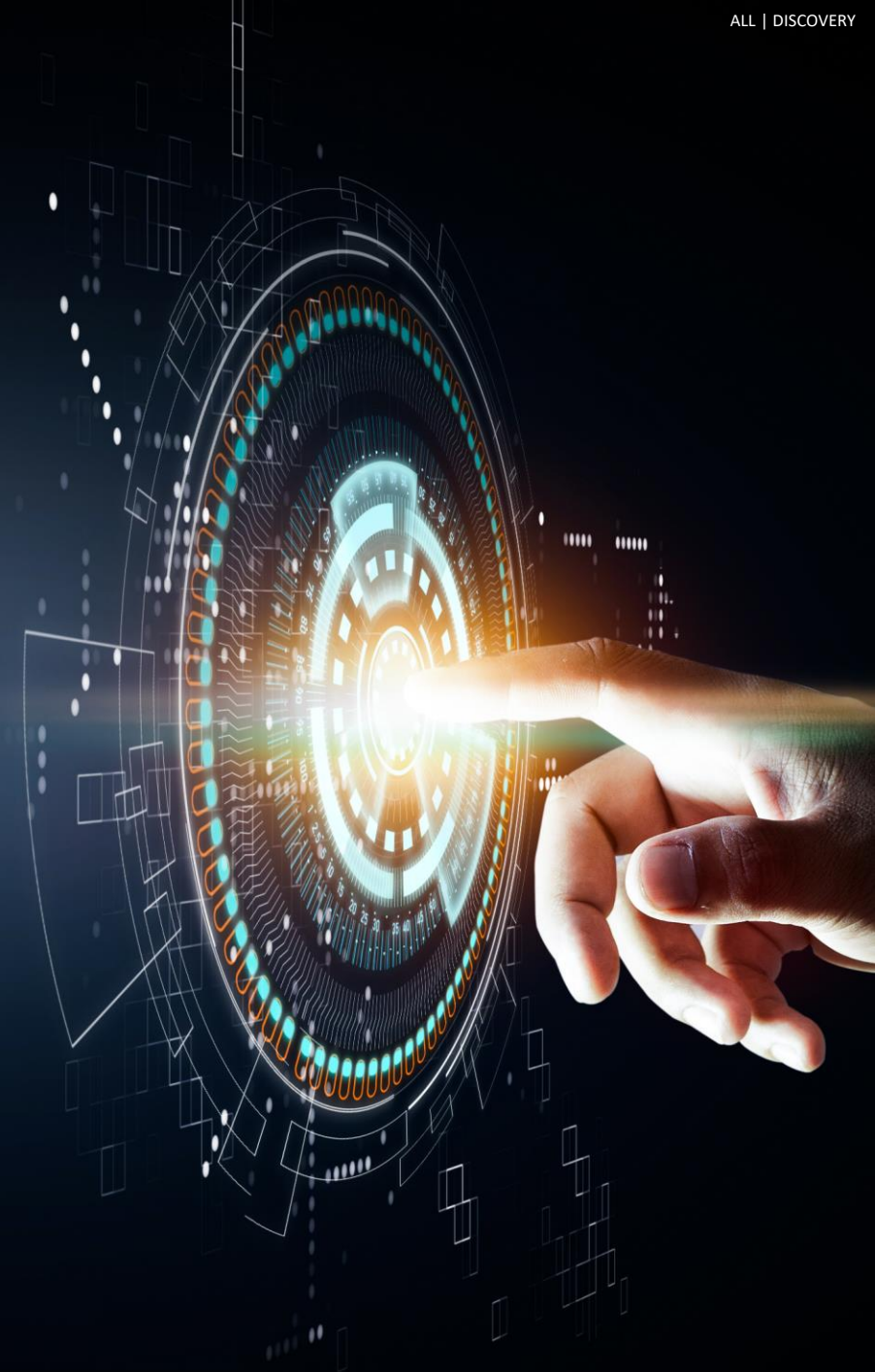
### 1 Innovate

- Provider your Experts and Customers Access to Use Case Libraries
- They configure Use Cases to their local requirements

### 3 Install and Enable

- User get access to Digital Installation and Enablement Workflows
- Execute themselves or from Ecosystem of Service Providers

**Solution as a Service**





# AXULUS

SCALING THE FUTURE

## Your Digitalization & IIOT Autopilot

The composite image is split into two parts. The left part shows a white login page for Axulus. At the top left is the Axulus logo and the text 'AXULUS SCALING THE FUTURE'. Below it is the heading 'Login to your Axulus account'. There are two input fields: 'Email' with the placeholder 'red.knee@axulus.io' and 'Password'. A blue 'LOGIN' button is at the bottom. The 'REPLY' logo is in the bottom left corner. The right part shows a hand in a blue suit pointing at a glowing digital gauge. The gauge has a purple-to-blue gradient ring and the word 'VALUE' in the center. To the right of the gauge are '+ MAX' and '- MIN' labels. Above the hand, the text 'Click to See YouTube Video' is visible.



Innovate Solution as a Service



# AXULUS

SCALING THE FUTURE

## Your Digitalization & IIOT Autopilot

AXULUS  
SCALING THE FUTURE

Login to your Axulus account

Email  
[input field]

Password  
[input field]

LOGIN

Click to See YouTube Video

VALUE

+ MAX

- MIN

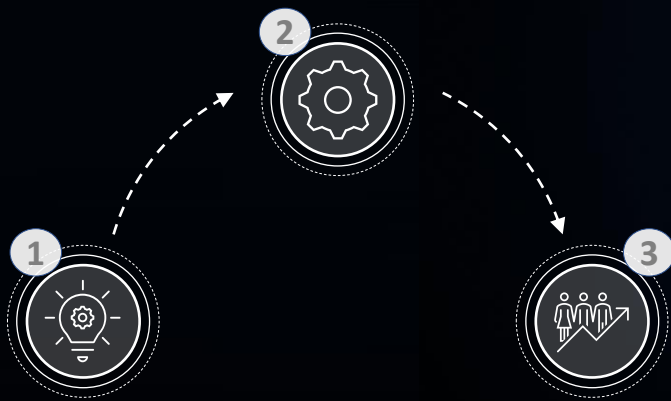
REPLY

Install Solution as a Service





# Your Digitalization & IIOT Autopilot



## 2 Configure and Manage Solution

- Load Solution Templates and configure to user request
- Validate with user and define MVP Installation Workflows
- Hand-in for Publication Approval
- Manage Solution Element Libraries and Technological Standards
- Forward missing Elements to R&D and Track Implementation

**Solution Lifecycle Management**





# AXULUS

SCALING THE FUTURE

## Your Digitalization & IIOT Autopilot

The composite image is split into two parts. The left part shows a white login page for Axulus. At the top left is the Axulus logo and tagline 'AXULUS SCALING THE FUTURE'. Below it is the text 'Login to your Axulus account'. There are two input fields: 'Email' with the placeholder 'red.knee@axulus.io' and 'Password'. A blue 'LOGIN' button is at the bottom. The 'REPLY' logo is in the bottom left corner. The right part shows a hand in a blue suit jacket pointing at a glowing digital gauge. The gauge has a purple-to-blue gradient ring and the word 'VALUE' in the center. To the right of the gauge are '+ MAX' and '- MIN' labels. Above the hand, the text 'Click to See YouTube Video' is visible.

## Solution Lifecycle Management

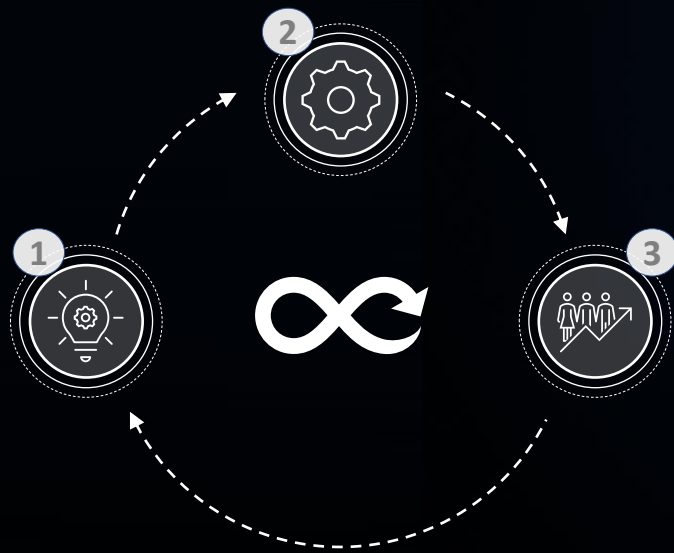




# AXULUS

SCALING THE FUTURE

## Your Digitalization & IIOT Autopilot



Manage a Continuous  
Scalable Digital  
Innovation Process,  
tailored for Your  
Requirements





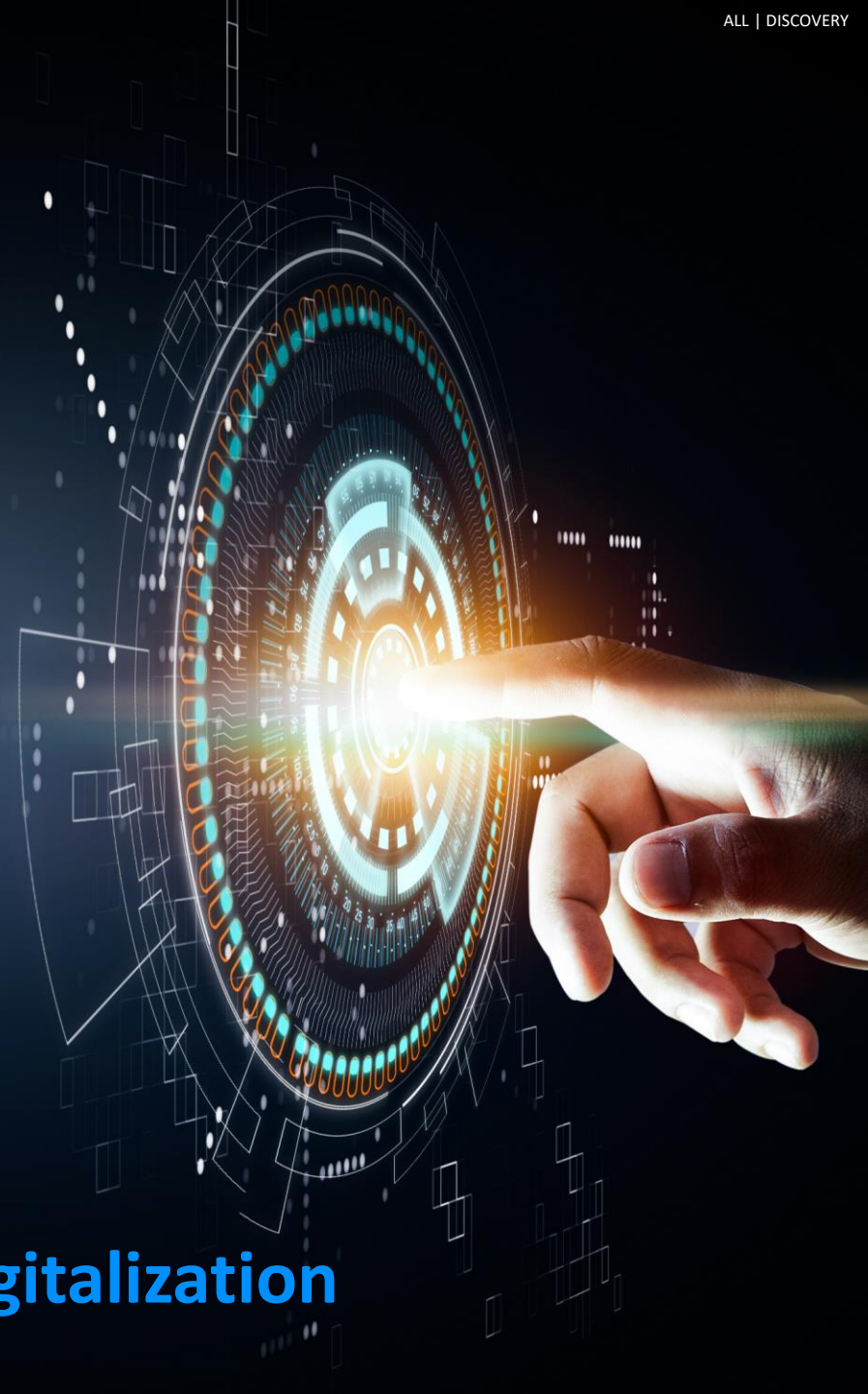
# AXULUS

SCALING THE FUTURE

## Your Digitalization & IIOT Autopilot

The composite image is split into two parts. The left part shows a white login page for Axulus. At the top left is the Axulus logo and the text 'AXULUS SCALING THE FUTURE'. Below it is the heading 'Login to your Axulus account'. There are two input fields: 'Email' with the placeholder 'red.knee@axulus.io' and 'Password'. A blue 'LOGIN' button is at the bottom. The 'REPLY' logo is in the bottom left corner. The right part shows a hand in a blue suit jacket interacting with a glowing digital gauge. The gauge has a purple-to-blue gradient and the word 'VALUE' in the center. It has '+ MAX' at the top and '- MIN' at the bottom. A link 'Click to See YouTube Video' is in the top right corner of this section.

## Continuous Scalable Digitalization





# AXULUS – your Digital Innovation Platform

Modular Value Design for all Solutions

Lack of Organizational Alignment

Complexity at Shopfloor and Solution Space

Lack of Digital Expert Resources

Security Concerns

## If this sounds similar ...

“During a CEO workshop we could not answer what the value add for the customer of the solutions were” – *Machine OEM*

“The solution was prepared by a central team and did not fit to my daily operations” – *Press Line Operator*

## ... AXULUS will transform for success



### Modular Value Design First

with Use Case and Solution Wizard



### Libraries for Value Based Innovation

with Use Case and Solution Libraries incl. Value Add Definition



### User in Mind First Innovation and Roll-out

with digital Workflows and Installation Workflows

# AXULUS – your Digital Innovation Platform

Modular Value Design for all Solutions

One Coordinated Process and Standards

Complexity at Shopfloor and Solution Space

Lack of Digital Expert Resources

Security Concerns

## If this sounds similar ...

“There are many individual projects ongoing, we have no joint approach. Nothing scales!” – *Machine OEM*

“We had too many uncoordinated bottom-up technological pilots but no outcome” – *Pharma Company*

## ... AXULUS will transform for success



### Innovation and Installation Workflows

with Use Case and Solution Wizard



### Clear Roles for E2E Solution Lifecycle Mngt.

with end-to-end processes, customizable for your needs



### Central Solution Manager / Admin Roles

with AXULUS roles, central technology libraries etc.

# AXULUS – your Digital Innovation Platform

Modular Value Design for all Solutions

One Coordinated Process and Standards

Easy Modular Solutions and Variants

Development Services for Your Solutions

Security Concerns

## If this sounds similar ...

“We lack the expertise and we do not know where to start!” – *Tier1 Automotive Supplier*

“We never make it from pilot to scale, as each installation needs to be customized” – *Equipment OEM*

“We can’t keep up with latest technology”

## ... AXULUS will transform for success



**No Code Modular Solution and Variant Mgmt.**  
with Solution Design Wizard



**Vendor Agnostic Solutions Your Style**  
with R&D integration and your Solution Element libraries



**Solution Development Services**  
for your solutions

# AXULUS – your Digital Innovation Platform

Modular Value Design for all Solutions

One Coordinated Process and Standards

Easy Modular Solutions and Variants

Development Services for Your Solutions

Leading Edge Digital Security

## AXULUS

Proud Member of the Reply Network

€ **1'3 Bn.** Revenue

 **9000** Experts WW

**CYBERSECURITY CONTROL**  
BEST PRACTICE

**STAY ON TOP OF YOUR CYBERSECURITY**

Risk-Based Threat and Vulnerability Management is the combination of methods and tools to check your security control effectiveness and your risk posture. Discover new methods and tools to check your security control effectiveness.



**IOT SECURITY**  
BEST PRACTICE

**IOT SECURITY TEST UNIT. MAKING SECURITY TANGIBLE.**

Smart factories, smart grids, smart cities... a new world arises, where things communicate with each other. Reply's IoT Security Test Unit helps to demonstrate and test possible attacks so organisations can react fast to security issues and reduce risks of production outages.

**28.01.2021**  
NEWS & COMMUNICATION

**SPIKE REPLY AND STORM REPLY ACHIEVE AWS SECURITY COMPETENCY STATUS**

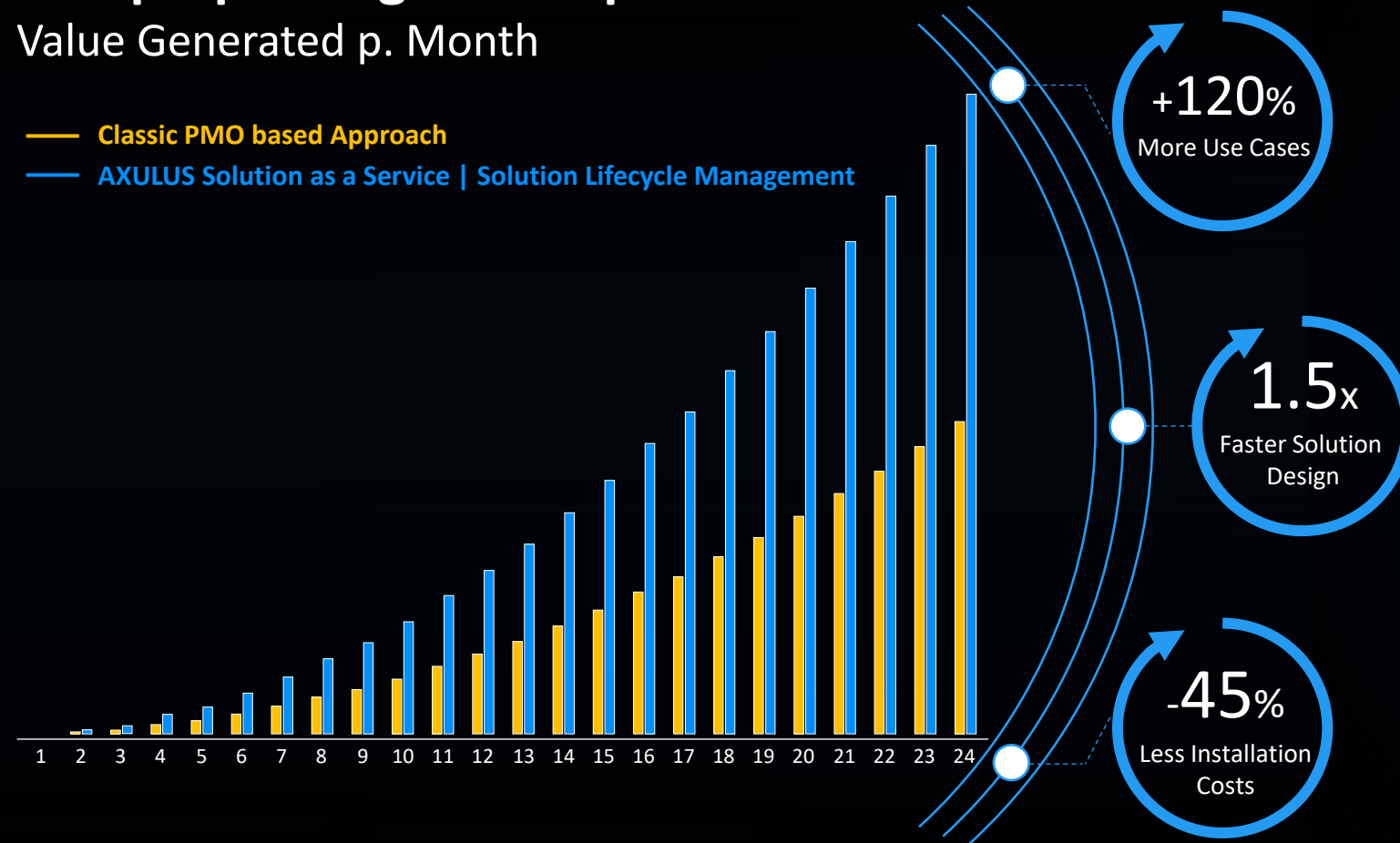
Reply announced today that its companies **Storm Reply** and **Spike Reply** achieved **Amazon Web Services (AWS) Security Competency** status. This designation recognizes that the two companies of the Reply Group have demonstrated deep expertise that helps customers achieve their cloud security goals.



# AXULUS your Proven Way to Accelerate Digital

## Ramp-up of Digital Adoption

Value Generated p. Month



# AXULUS

## 2x - 5x

Acceleration of  
Digital | IIOT  
Adoption

# AXULUS your Easy Way to Start

## Solution Areas and Offer Design

- Where to start to identify digital offers for your customers | users
- Offer and value design for digital solutions and offerings
- Business models and value creation for users (e.g., SaaS)
- Digital solution value add, pricing and price point optimization
- Continuous use case innovation and validation%

## Continuous Transformation & Ecosystem

- Build your ecosystem of partners for your Digital Solutions
  - State-of-the art partner programs and enablement
- Understand your partners Value Contribution and Economic Model
  - Leading edge partner marketing
- How to build-up a leading-edge Digital Solution community

## Technology Stack

- Best of breed technologies for your digital solutions
- From Sensor, Asset, Edge to Cloud, AI and UI
- Machine Learning and AI and Quantum Computing
- Off-the-shelf integrations and connectivity as a service
- Design your solution stack based on latest technologies

## Business Processes

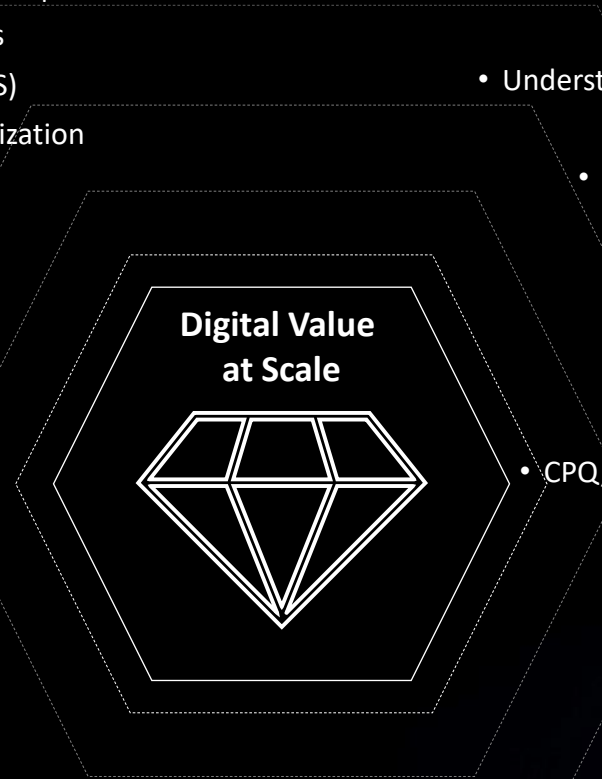
- Scalable subscription and renewal management
- CPQ, price book and revenue recognition management and tools
- Scalable value flow and monetization design
  - ECC and Transfer Pricing process design
- IP Management and Contract Design for Digital Solutions
  - Digital Solution and SaaS KPI reporting

## R&D and Delivery Processes

- Implement your solution development and delivery processes
- Set-up Continuous Integration / Continuous Delivery
- State of the art development, testing and deployment
- Integrated solution lifecycle and feedback management
- Build-up your R&D ecosystem of development partners

## Go-2-Market Stack for Digital

- State of the Art Digital Solutions and SaaS sales methodology
- Digital Solutions and SaaS sales metrics, tool stack and enablement
  - Sales incentive schemes and enablement for Digital and SaaS
- Leading edge customer success management and renewal processes
  - From product to SaaS and subscription sales change management



# AXULUS your Easy Way to Start



Let's Start Today

## Qualify Your Path to Value



Your get Access to your Online Self Assessment  
We prepare your Value Report  
Summary Meeting

**30 Min Questionnaire**  
**60 Min Meeting**  
**Zero Budget**

## Your first Power Team



Dedicated Customer Success Manager  
AXULUS Subscription | Libraries | Knowledge Base  
Onboarding Meeting

**Power Team Members**  
**60 - 120 Min Meeting**  
**Budget upon Proposal**

## Your First Solution



Dedicated Customer Success Manager  
AXULUS Subscription | Libraries | Knowledge Base  
Solution Implementation and Maintenance Resources  
Solution Roll-out and Enablement Project  
Solution Design Meeting

**Power Team Members**  
**60 - 120 Min Meeting**  
**Budget upon Proposal**

## Your Own Program



Dedicated Customer Success Manager  
Additional AXULUS Subscription and Libraries  
Solution Implementation and Maintenance Resources  
AXULUS Enablement Project  
Program Kick-off Meeting

**Community Team**  
**60 - 120 Min Meeting**  
**Budget upon Proposal**

## Your Solution Portfolio



Dedicated Customer Success Manager  
AXULUS Subscription and Libraries  
AXULUS SLM Customization and Integrations  
Solution Implementation and Maintenance Resources  
Solution Management Enablement Project  
SLM Kick-off Meeting

**Solution Management**  
**60 - 120 Min Meeting**  
**Budget upon Proposal**

## Your Solution Ecosystem



Dedicated Customer Success Manager  
AXULUS Subscription and Libraries  
AXULUS Supplier Customization and Integrations  
Solution Implementation and Maintenance Resources  
Partner Kick-off Meeting and Workshop  
SLM Kick-off Meeting

**Digital Lead Team**  
**60 - 120 Min Meeting**  
**Budget upon Proposal**

**Get started on  
Digitalization and IIOT  
today. Visit us Now!**



[www.axulus.io](http://www.axulus.io)



[contact@axulus.io](mailto:contact@axulus.io)



[AXULUS](https://www.linkedin.com/company/axulus)





# Meet The Management Team – we know what it takes to scale digital:



## Dr. Florian Beil

CEO AXULUS | Industrie Reply

[florian.beil@axulus.net](mailto:florian.beil@axulus.net) | 0049 173 531 7487

*Don't be fooled by some of the digital transformation buzz out there, digital transformation is a business discipline or company philosophy, not a project!*

Katherine Kostereva

- Entrepreneur and Inventor of **AXULUS** Solution as a Service | Solution Lifecycle Management
- 9 Years Responsible for Siemens MindSphere IIOT and Low Code for Industry
- Experience from 1000+ customers in Digitalization and IIOT
- MIT AMP Graduate 2018



## Katharina Schmid

Business Development AXULUS |

Industrie Reply

[katharina.schmid@axulus.net](mailto:katharina.schmid@axulus.net) | 0049 170 4546 264

*Without data you are just another person with an opinion.*

W. Edwards Deming

- Head of Business Development of **AXULUS** Solution as a Service | Solution Lifecycle Management
- 5+ Years Project Experience in IoT, Supply Chain and Manufacturing
- Master Degree in Mathematics



## Lorenz Kappel

COO AXULUS | Industrie Reply

[lorenz.kappel@axulus.net](mailto:lorenz.kappel@axulus.net) | 0049 172 349 2417

*90% of CEOs believe the digital economy will impact their industry, but less than 15% are executing on a digital strategy*

MIT SLOAN AND CAPGEMINI

- Co-Founder of **AXULUS** Solution as a Service | Solution Lifecycle Management
- 15 Years in Industry Digitalization – 5 years driving Cloud for Siemens, MindSphere IIOT and MENDIX Low Code for Industry
- Experience from hundreds of customer engagements in Industrial Digitalization
- MBA Graduate 2016 (CHN, US, ITA, GER)

