Kespry Perception Analytics

Value to Customer

Visual Data Management System: Kespry Perception Analytics redefines how industrial companies use visual data to monitor assets such as heavy machinery, electrical equipment, and facility infrastructure. By creating a geotagged, historical repository for visual data, it enables reliability teams to easily analyze multiple sources of inspection data across assets, track issues over time, and shift maintenance from reactive to predictive.

Competitive differentiators:

- Stores and manages all visual sensor data in a single enterprise cloud system
- Tags and indexes visual sensor data to create a knowledge graph, enabling search and filter capabilities across assets, issues, location and time
- Auto-identifies asset issues using AI/CV-based pattern recognition and machine learning for industrial applications
- Correlates contextual data about those assets (e.g. maintenance records and work orders) to enable companies to effectively assess issues

Value to Microsoft Seller

MSFT Impact	Azure IP Co-Sell
Typical ACV	$30K basic - $100 - $150K advanced features
Business Model	Unbundled
OCP Co-Sell	IP Co-Sell Prioritized: Kespry Perception Analytics for Azure

- Enables high priority workloads including CosmosDB, IoT, AI (cognitive) and Machine Learning
- LOB connections to Field Service and Maintenance
- **Superpower**: Immediate large-scale use of Azure Data Services with connection to Business AI via Power Automate
- **Strategic alignment**: App Innovation and IoT using AI and Machine Learning (Thing 2) bridging data to Business Apps (Field Service)

Target Customer Scenarios

- In-field teams engaging in time-consuming processes to collect and organize relevant visual sensor data, including digital photos, thermal imaging, ultrasound, and drone footage
- Reliability teams searching through non-geospatially-tagged visual sensor data located across multiple file locations and databases to assess condition of assets
- Response teams being reactive to work orders based on limited data causing costly repairs and extended downtime

Customer CTA	Request a demo
Key Buyers	Heads of Maintenance, Reliability, Manufacturing, Operations
Competition	Optelos and Intel Insights

Key Wins + FY 21 Pipeline Targets

"Kespry Perception Analytics delivers unprecedented business insight and solves major problems for industrial companies that have struggled to get meaningful value from visual data in a timely manner, It provides analysts with a more complete view of the state of assets than just depending on telemetry data alone. It's designed with a simple interface to help users intuitively navigate through complex analysis with ease."

Easy Button: contact Christine (cschanne@microsoft.com) & Graham (graham@kespry.com) if you think you have a client use-case

Kespry Perception Analytics - Chemicals

Business Outcomes for Customers

Kespry Perception Analytics solves one of the most manual and time-consuming problems Chemical manufacturing facilities face today: proactively and efficiently analyzing key insights from terabytes of visual data captured daily from asset inspections

Better-managed visual sensor data

- Consolidate and organize visual sensor data, from any device or cloud storage, into a single, searchable repository

Enrich visual sensor data via a knowledge graph

- Unlock the potential of visual data by auto-indexing according to location, time, asset type, and issues identified

Analyze issues effectively with intuitive search and ML-driven insights

- Better track issues across time/location and predict corrosion, leaks, and equipment malfunctions according to alerts of auto-detected anomalies

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Identifying Opportunities

- Challenges: Having visual data spread across multiple users/systems, manually analyzing visual data, costly repairs and longer shutdowns due to being reactive to work orders
- Initiatives/Use Cases: More efficient utilization of visual data, improved issue tracking and preventive maintenance planning, reduced reliance on multiple visual databases

Customer CTA	Request a demo
Key Buyers	Heads of Maintenance, Reliability, Manufacturing, Operations
Competition	Optelos and Intel Insights

Key Wins + FY 21 Pipeline Targets

"Chemical processing sites have many components that must be constantly monitored to ensure optimum performance of facility assets. Visual sensors including cameras, drones and thermal guns provide critical insights into their conditions and efficiency."

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Kespry Perception Analytics – Energy

Business Outcomes for Customers

Kespry Perception Analytics solves one of the most manual and time-consuming problems Energy facilities face today: proactively and efficiently analyzing key insights from terabytes of visual data captured daily from asset inspections.

Better-managed visual sensor data

- Consolidate and organize visual sensor data, from any device or cloud storage, into a single, searchable repository

Enrich visual sensor data via a knowledge graph

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Competition	Optelos and Intel Insights

Key Wins + FY 21 Pipeline Targets

"Energy companies require constant inspections of key assets such as pipelines, tanks, stacks, and structures to maximize health and performance for 24x7 operations. Visual sensor data from cameras, drones and thermal imaging provide critical insights into efficiency and conditions."

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Kespry Perception Analytics – Pulp and Paper

Business Outcomes for Customers

Kespry Perception Analytics solves one of the most manual and time-consuming problems Pulp & Paper facilities face today: proactively and efficiently analyzing key insights from terabytes of visual data captured daily from asset inspections.

Better-managed visual sensor data

- Consolidate and organize visual sensor data, from any device or cloud storage, into a single, searchable repository

Enrich visual sensor data via a knowledge graph

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Key Buyers	Heads of Maintenance, Reliability, Manufacturing, Operations
Competition	Optelos and Intel Insights

Key Wins + FY 21 Pipeline Targets

"Pulp and paper companies must constantly monitor the performance and maintenance of boilers, kilns, tanks, and other assets to ensure optimum performance. Visual sensors such as cameras, videos and thermographic data provide critical insights into their efficiency and condition."

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Kespry Perception Analytics – Food and Beverage

Business Outcomes for Customers

Kespry Perception Analytics solves one of the most manual and time-consuming problems food & beverage manufacturers face today: proactively and efficiently analyzing key insights from terabytes of visual data captured daily from asset inspections.

Better-managed visual sensor data

- Consolidate and organize visual sensor data, from any device or cloud storage, into a single, searchable repository

Enrich visual sensor data via a knowledge graph

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Customer CTA	Request a demo
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Key Wins + FY 21 Pipeline Targets

"Food & beverage manufacturers have many components that must be constantly monitored to ensure optimum performance of facility assets. Visual sensors including cameras, drones and thermal guns provide critical insights into their conditions and efficiency."

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