

SPEAK UP

– Digital kaffe med faglig påfyll



ScaleAQ Digital

Plans & Visions

1. Digital department
2. Digital status in the industry
3. Plans & Visions
 1. Product Development
 2. Data sharing
 3. Increasing digital revenue





Pål Herstad

Director, Digital Product Management

2018 –

ScaleAQ

Software, Digital Infrastructure, Data Acquisition, Cameras, Sensors,

2014 – 2018

Elvenite AB

Business Intelligence, Data Warehouse & ERP-systems in aquaculture

2012 – 2014

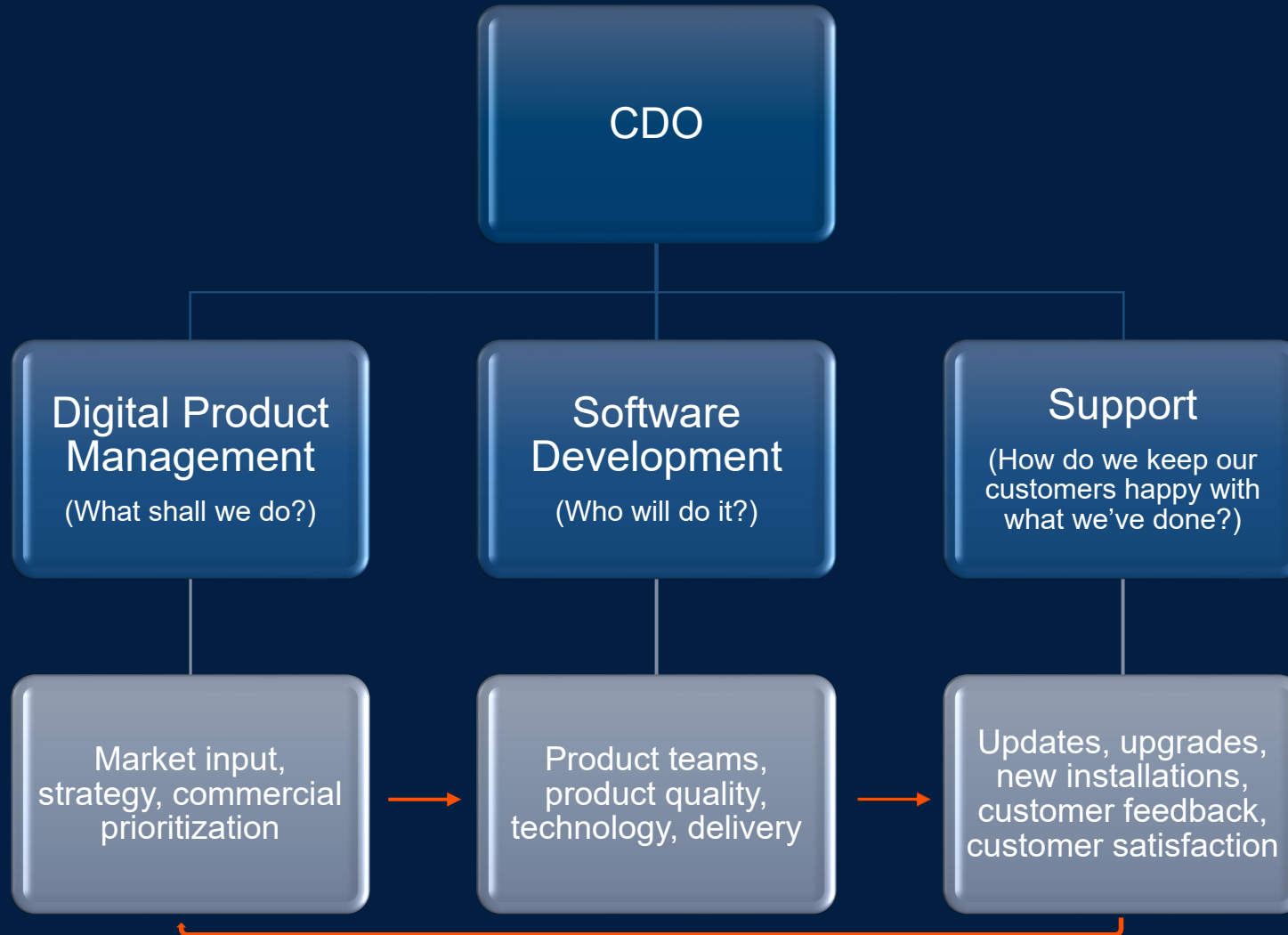
IntraFish Media

Digital Business Transformation





New Digital Organization (by function)



Organizational goals:

- Remove internal silos
- Coherent product strategy
- Structured market feedback
- Improved sales & deployment processes
- Improved development processes
- Increased customer satisfaction
- Increased digital revenue

Digital status in the industry





Overall observations:

- Growing understanding of digitalization benefits
- Increased focus on efficiency
- Obvious room for digital improvement
- Digital companies from Oil&Gas tried to move in, but failed
- Industry-specific digital start ups
- Increased focus from large world leading digital companies





On customer level:

- Still lack of upgraded hardware on barges
- Still lack of digital competence, particularly in decision making positions
- Lack of digital strategies; no plan for digitization benefits
- Reluctance towards licenses
- Want access to own data, but don't know how to use it
- Largest customers building own cloud based data warehouses





ScaleAQ as digital advisor:

- Successful digitalization starts with upgrading core equipment on barges
- Know what you want to achieve. Make a digital strategy, and enforce the people responsible for it
- Accept that digitalization means digital business models
- Open interfaces, robust solutions and clear responsibilities are key foundations for an effective system solution.

(But at the end of the day, we want our advices to turn into sales)





Openess

Simplicity

Insight



We continuously try to deliver on our core digital values.



Our product categories



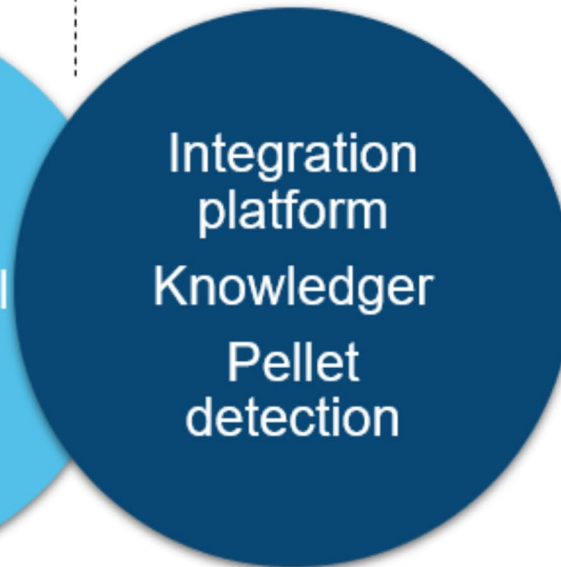
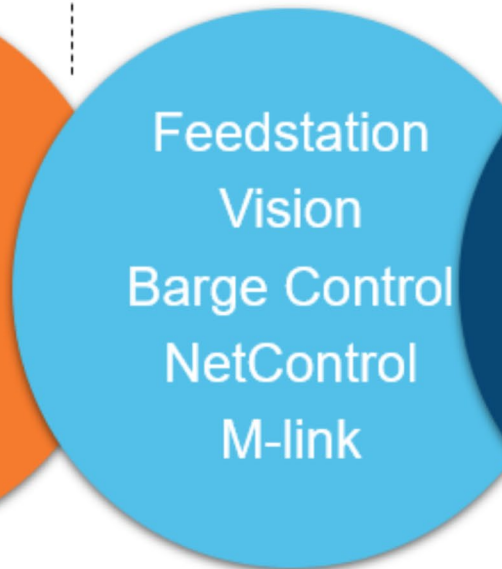
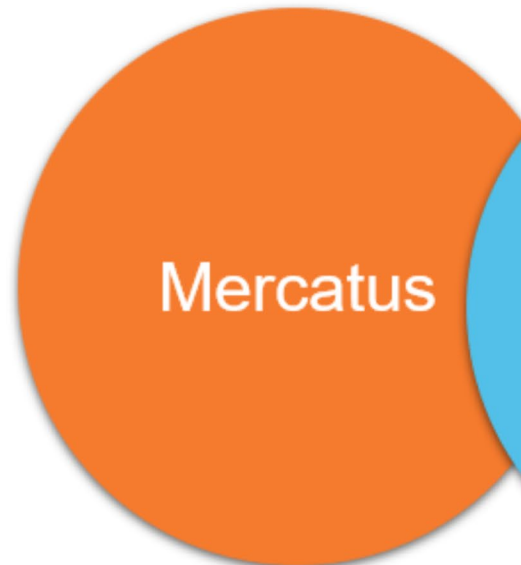
Biological control
Biological planning
Biological optimisation
Production costs



Feeding software
Camera software
Remote control
Maintenance



Data acquisition & display
APIs and cloud storage
Data analytics & dashboards
Algorithms & AI





Our main challenge



Biological control
Biological planning
Biological optimisation
Production costs



Feeding software
Camera software
Remote control
Maintenance



Data acquisition & display
APIs and cloud storage
Data analytics & dashboards
Algorithms & AI

Our customers do not experience enough benefits from using multiple ScaleAQ software products, neither technologically nor financially.

Mercatus

Feedstation
Vision
Barge Control
NetControl
M-link

Integration
platform
Knowledger
Pellet
detection

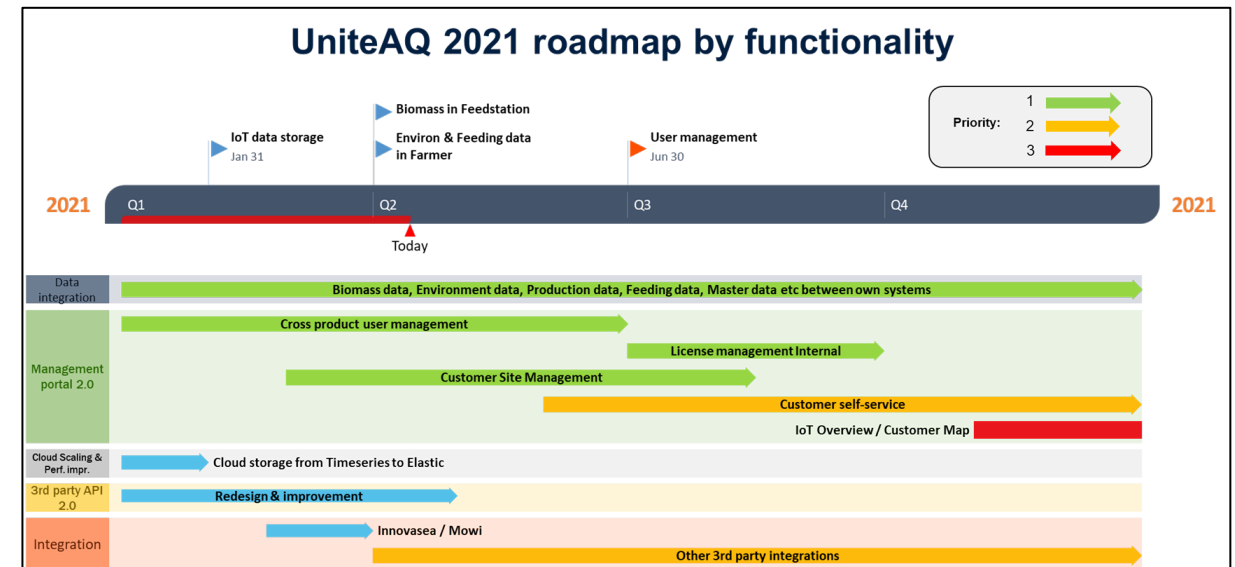


Digital Product Development 2021:

Taking a big step forward through product improvements & integration

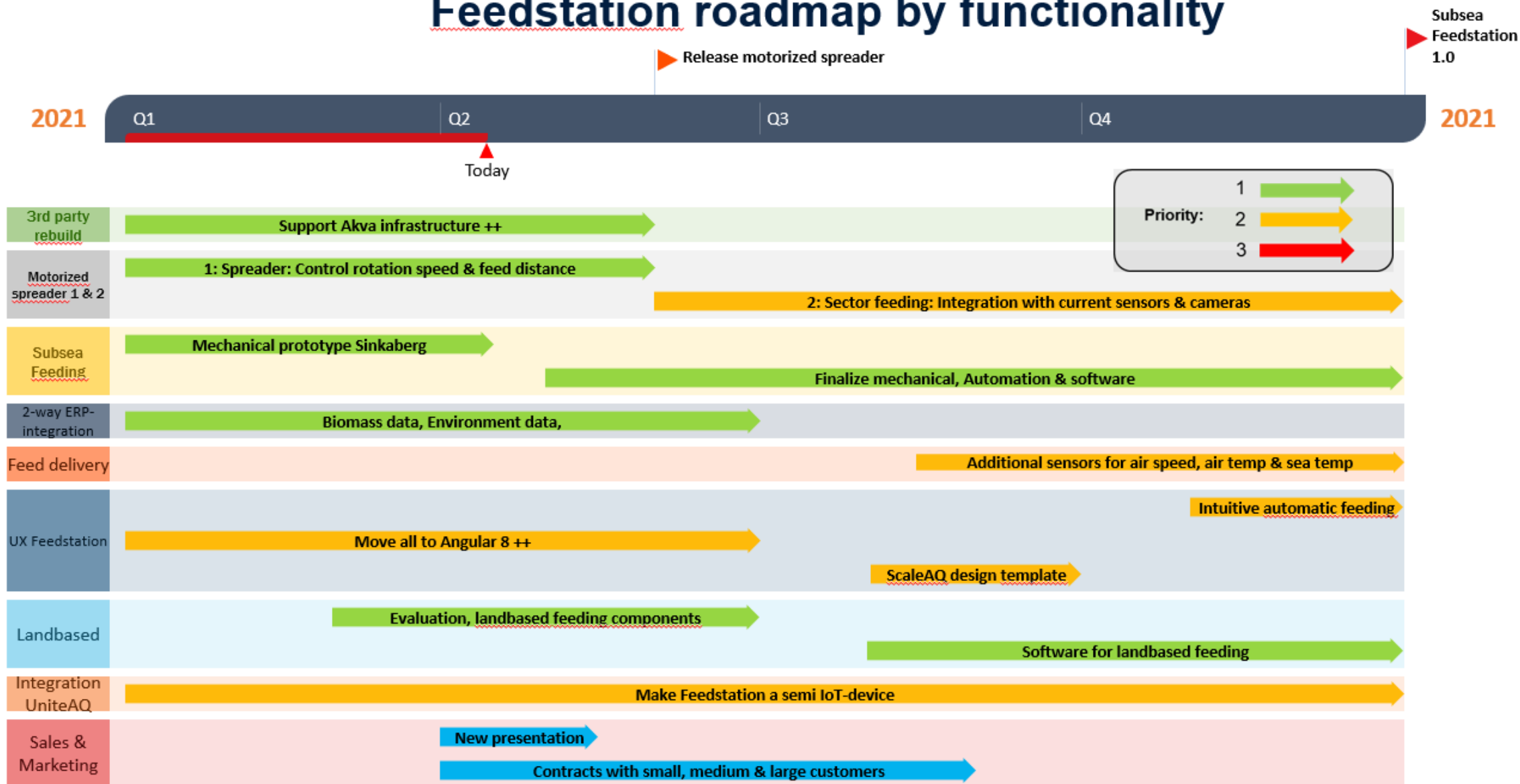
Summary of plans / priorities:

- 1) Increase stability and quality of current products
- 2) Achieve new functionality in existing products mainly through integration
- 3) All development is prioritized by a mix of contractual obligations, technological necessity and market demand





Feedstation roadmap by functionality



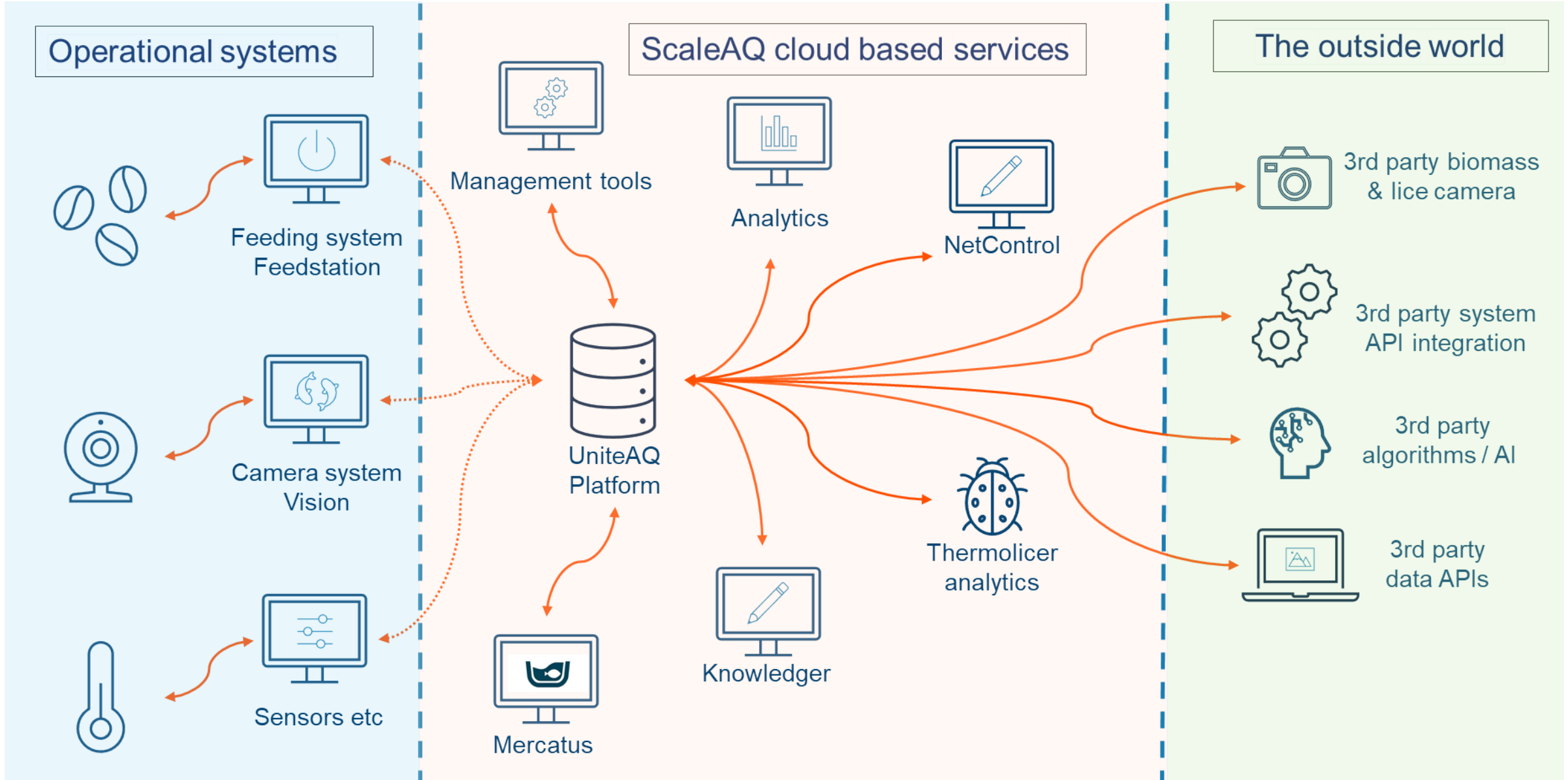


Vision & Pellector roadmap by functionality



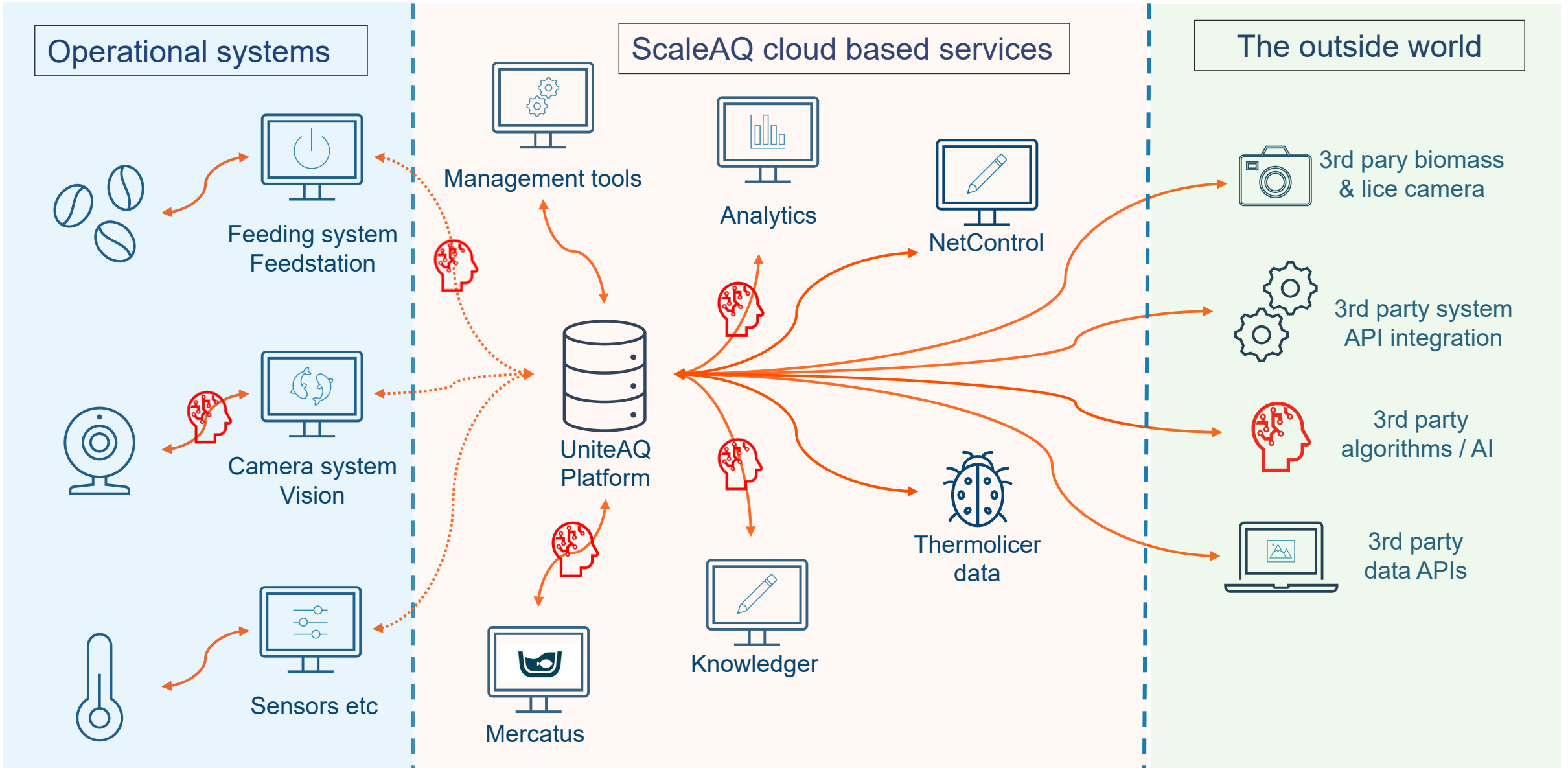


New functionalities through our integration platform UniteAQ





Preparing for an AI-future





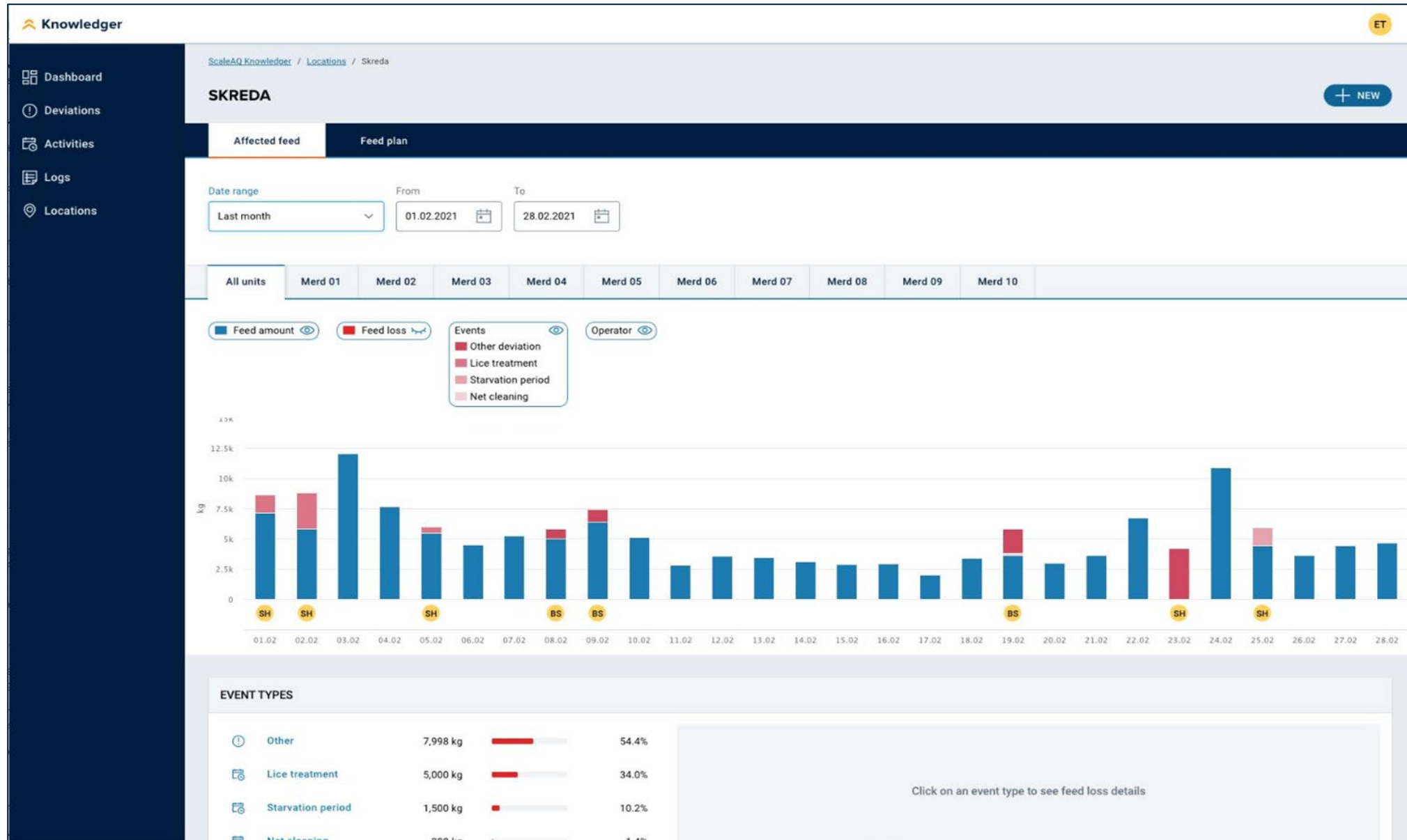
Example of new functionality by integration: Vision 2.0

The image displays a 2x3 grid of video feeds from a fish farm, each showing salmon in a tank. The feeds are overlaid with various data and error messages:

- Top Left:** "Indre Bringeneset • U10" and "Weight samples".
- Top Middle:** "HN1 • U10" with a red "Sensor failure" warning. Data includes: 10% (with gauge), "100 kg of 1 518 kg", "20.0 m/s" (with gauge), "0.43 bar" (with gauge), "Position 0.0 M", "Temperature 31.7 °C", "Oxygen 86.2 %", and "Pellet count • Medium".
- Top Right:** "Indre Bringeneset • U10" with data: "Position 0.0 M", "Temperature 31.7 °C", "Oxygen 86.2 %", and "Pellet count • Medium".
- Bottom Left:** "Indre Bringeneset • U10" with data: "Position 0.0 M", "Temperature 31.7 °C", "Oxygen 86.2 %", and "Pellet count • Medium".
- Bottom Middle:** "Indre Bringeneset • U10" with a red "Non-critical deviation" warning.
- Bottom Right:** "Indre Bringeneset • U10" with a red "Line A error" warning. Data includes: 10% (with gauge), "100 kg of 1 518 kg", "20.0 m/s" (with gauge), and "0.43 bar" (with gauge).



Example of new functionality by integration: Knowledger





Data sharing & visualization

Customer: «I want access to my data!»

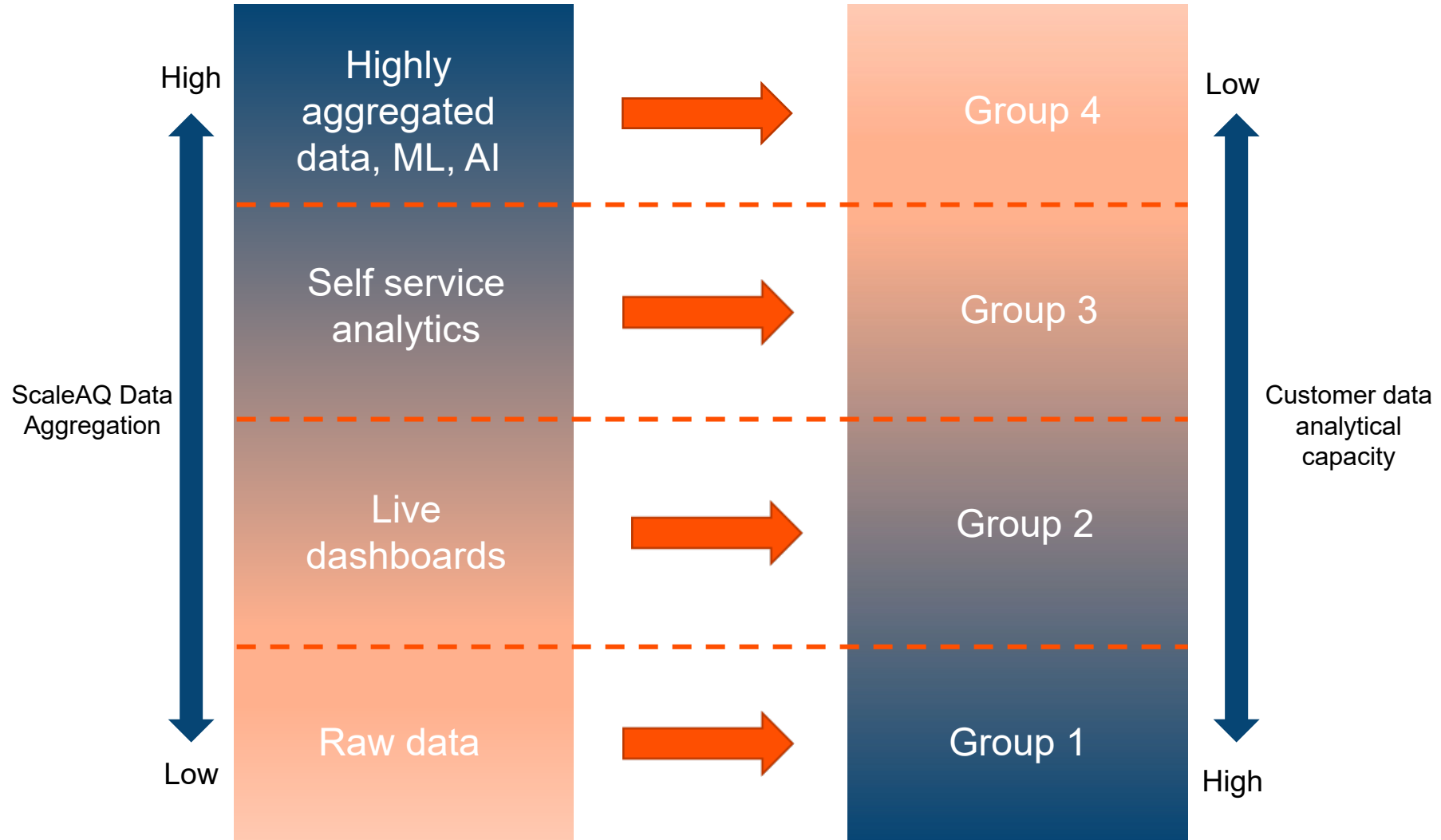
ScaleAQ: «Sure. You can get real time and historical data through our API.»

Customer: «What is an API?»

Summary of challenges:

- 1) All ScaleAQ digital products produce a lot of data.
- 2) The customers owns the data
- 3) Some customers want ScaleAQ to store the data, some want us to visualize the data in a dashboard, some want us or send the data to a 3rd party and some want to do everything themselves.
- 4) All of the above data sharing solutions are time consuming and cost us money.

Data sharing





Increasing Digital Revenues

No more freeloaders

Summary of challenges:

External:

- 1) Customers not used to paying for operational software
- 2) Competitors do not charge for licenses

Internal:

- 1) Licenses given away with hardware sales
- 2) Poor invoicing / sales process routines
- 3) Poor update/upgrade routines

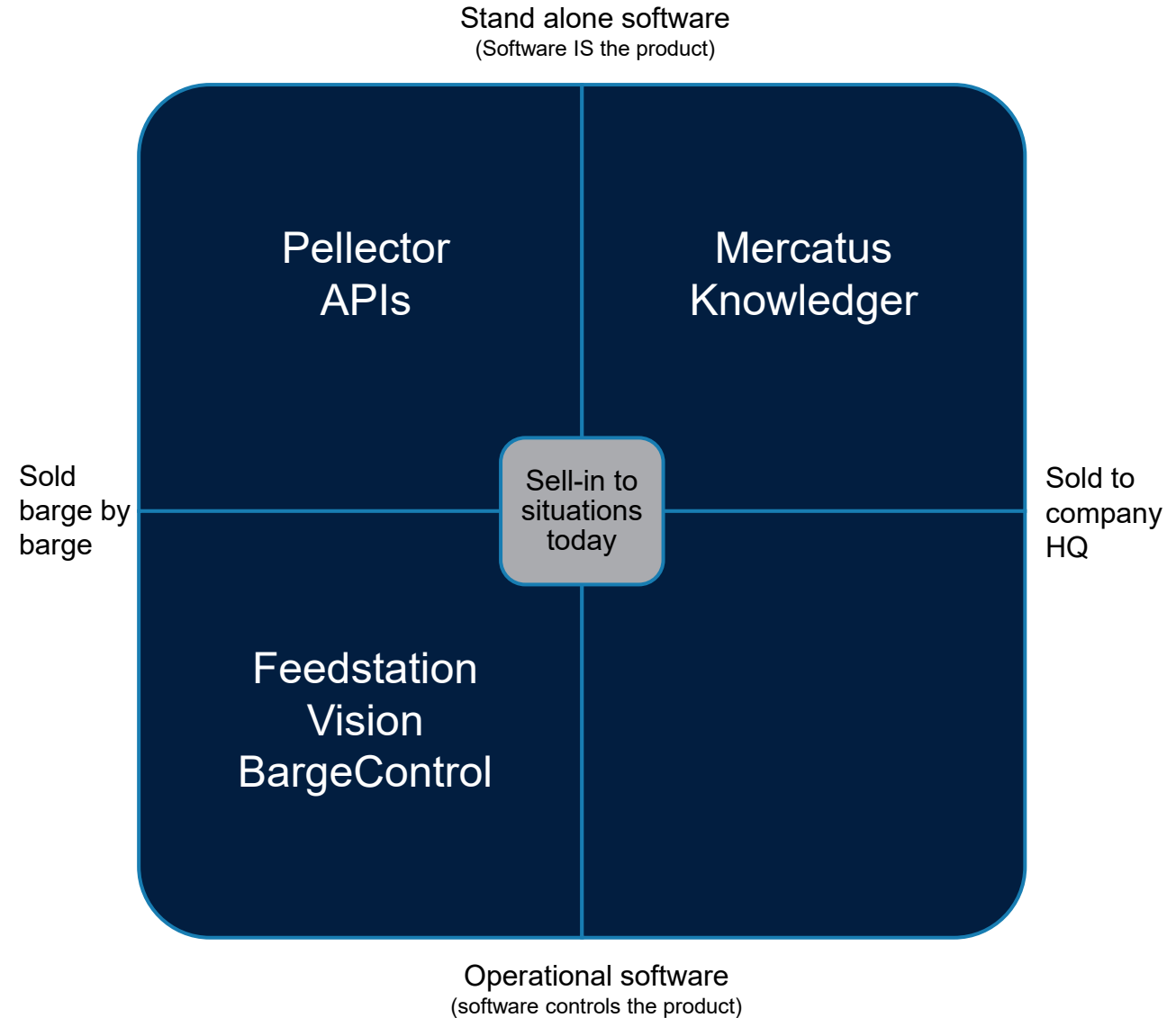
Upside:

- 1) Mercatus gaining new customers
- 2) Pellet detection
- 3) Vision 2.0
- 4) Improved sales processes for «normal» sales force



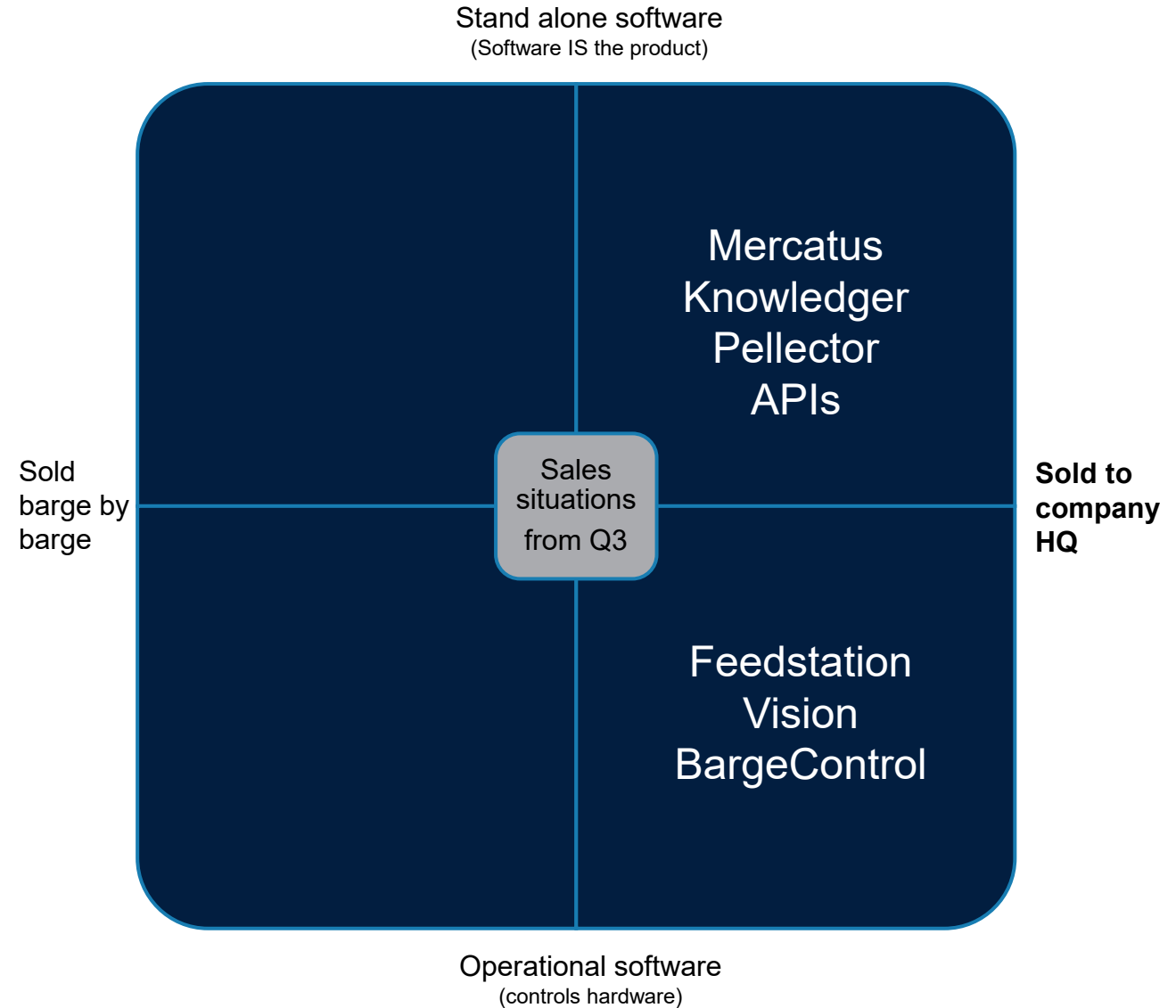
Selling our digital products

Plan:
Move software license discussions into customer HQ, signing bundled software license agreements.





Selling our digital products





Thank you!

