MARKO by weAR

Empower your field force by delivering device-specific context and data to field operators

Our Story

Since 2014, weAR vision makes the use of extended realities (VR, AR, MR) such as Advanced Human Machine Interaction to better use data from Industry 4.0 / 5.0 components.

Our mission is to bring the required information on the field whenever needed!
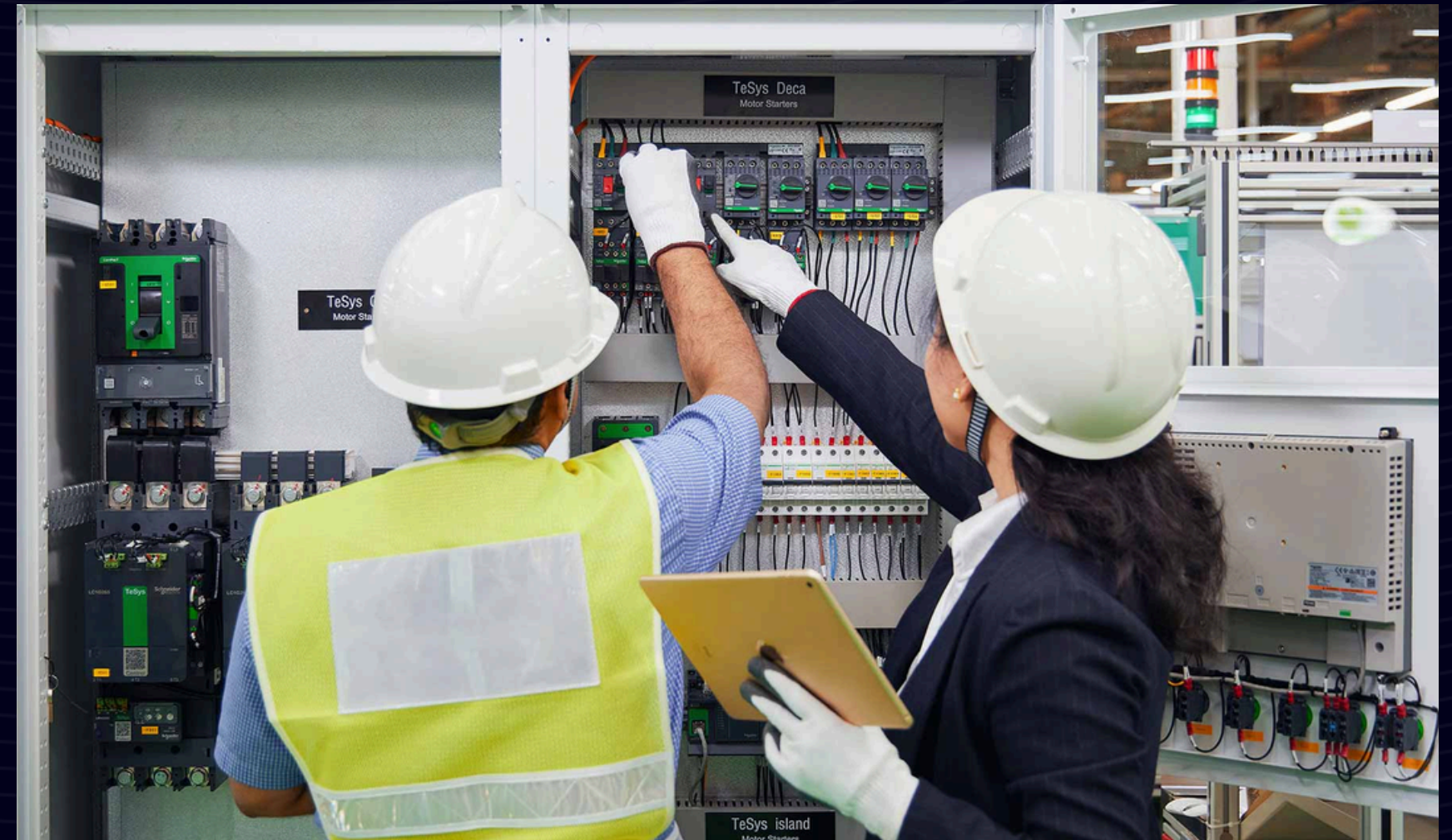
Our SaaS

Reducing errors and optimising training for personnel mean improved business productivity. This is why weAR has created **MARKO**, a process-oriented and fully codeless cloud platform that leverages augmented reality to provide visual support when carrying out maintenance tasks.

MARKO has been adopted by several international players in the energy and manufacturing sectors, with great benefits for the timing and accuracy of execution, simplicity of use and intuitiveness compared to traditional paper-based and on-screen instructions.

Biggest struggle for utility, energy, manufacturers and oil and gas companies is
workforce productivity!

- **Lack of streamlined workflows:** operators do not fix equipment at the first time (First Time Fix KPI) and downtime is extended (Asset downtime KPI)

- **Lack of training**, retired senior personnel, outdated process

Field Operators Productivity is a Nightmare!

- The first-time fix rate is low.

- Asset downtime drives up costs.

- Senior operators are scarce.

WORKFORCE PRODUCTIVITY
worldwide nightmare

Here's what the research shows...

-85M ppl

By 2030, there will be a global human talent shortage of more than 85 million people (Korn Ferry)

-8.5T$

Talent shortage could result in about $8.5 trillion in unrealized annual revenues (Korn Ferry)

-7.8T$

Inadequate communication, or lack of streamlined workflows Employees not engaged or disengaged cost the world $7.8 trillion in lost productivity (Gallup)

-15M$ avg

Difficult to retrieve complex data directly on the field, to make informed decisions. Poor data quality is responsible for an average of $15 million per year in losses for organizations (Forbes)

Support every industrial process with augmented reality

Share the correct information at the right moment

Why MARKO?

With a codeless authoring platform, **MARKO** allows you to create AR content as easily as a PowerPoint presentation, enhancing productivity and minimizing errors. Empower your field force to operate fully autonomously, eliminating the need for supervision by senior technicians

MARKO SALES DECK
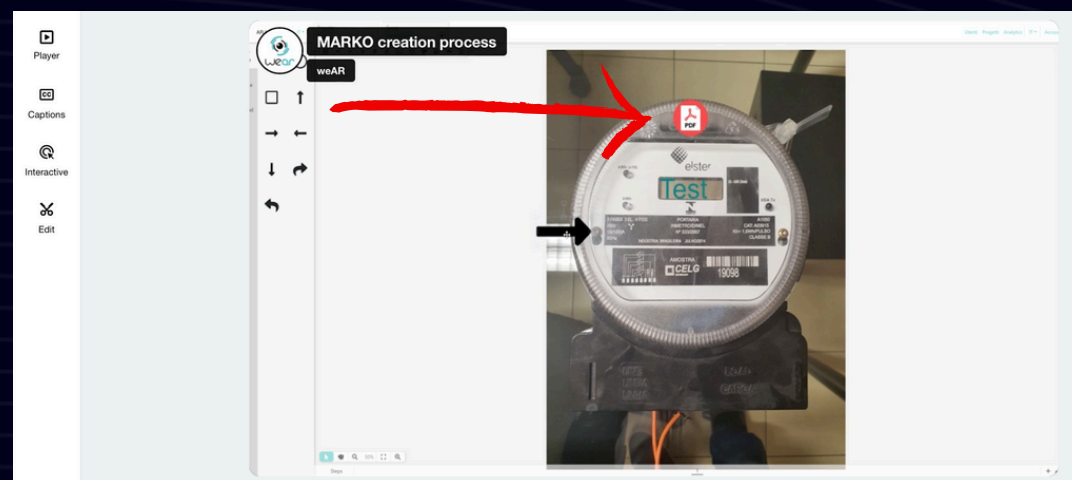
How MARKO helps productivity
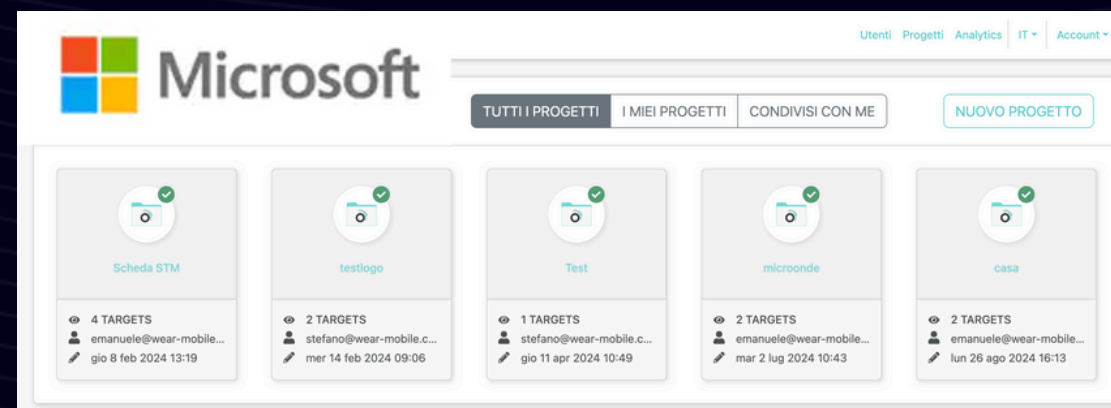
1 —— **2** —— **3**

As simple as a presentation

Thanks to the web dashboard, you can create effective AR overlays directly on a picture of your asset or product, explaining with videos, diagrams or PDFs how to solve issues

A secure cloud

Save your manual project directly to your Microsoft Azure cloud folder, and make it available to your fieldforce
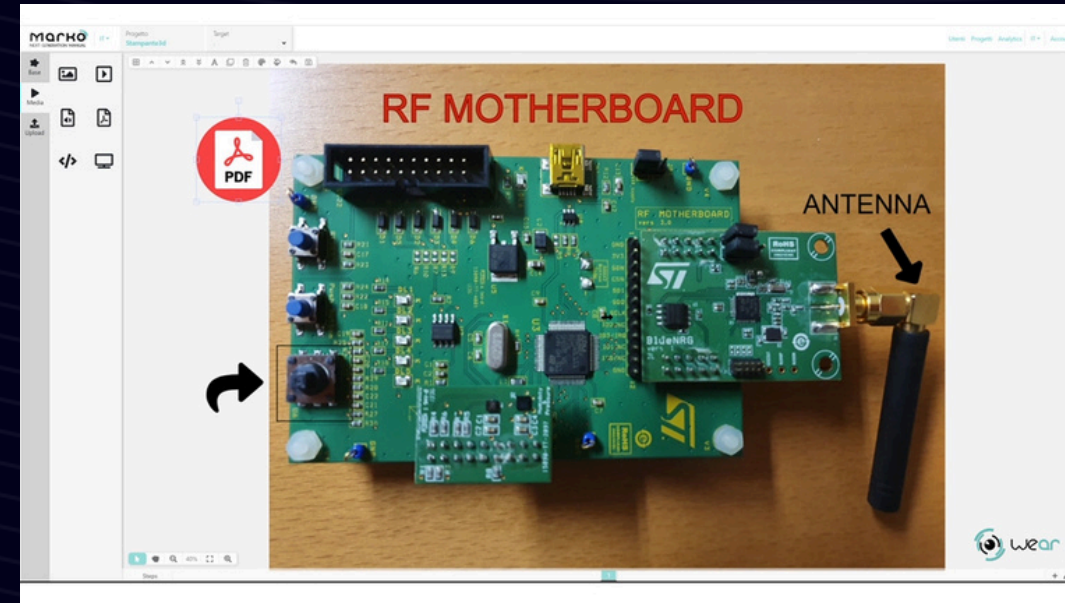

A supersight for field workers

Point your phone or look with smartglass at the asset or product in front of you, instructions will appear directly on it thanks to augmented reality

Energy power & distribution

Advanced Manufactures

Aerospace, MRO

MARKO can significantly boost productivity in the energy and DSO sector by enhancing training, improving maintenance with correct step by step overlay, and increasing operational efficiency through the visualization of complex system data directly on physical components.

MARKO can enhance productivity in advanced manufacturing by providing workers with real-time data overlays for machine operations, offering guided assembly or maintenance instructions directly in the workspace, and improving quality control by visualizing specifications and detecting deviations during the manufacturing process.

MARKO can transform the Aerospace and Maintenance, Repair, and Overhaul (MRO) sector by streamlining training through realistic aircraft simulations, facilitating complex repairs with guided maintenance procedures, and improving operational efficiency by visualizing aircraft system diagnostics and maintenance data in real-time.

ENEL Group uses MARKO in Italy, Spain, Brazil and Colombia from 2017
Full story here

Results from using MARKO

⬆ +30% in productivity (3 intervention per day instead of 2)

⬇ -50% time to train new hire

⬇ Less cost: only 1 person on the field, no senior tech advisor required

✚ More data available for field workers

Starter

Unlimited project

—

from

€ 9.99

per month, per user

Basic

Unlimited project
100 mobile license

—

€10.000

billed annually

Pro

For Enterprise
Fully customizable

—

Ask for price

Edu

for University,
Research and
Technology Transfer
Organization

—

Ask for price

About our MARKO

using augmented reality by your own is simple as a powerpoint presentation

1 Buy MARKO directy on Microsoft Azure Marketplace

2 Create every information needed by your workforce, in a totally codeless way

3 Point your device at an asset or a product to see how to solve problems

MARKO SALES DECK

Get MARKO today.
Start improving productivity tomorrow.

Emanuele Borasio
CEO & founder

MARKO by weAR

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