



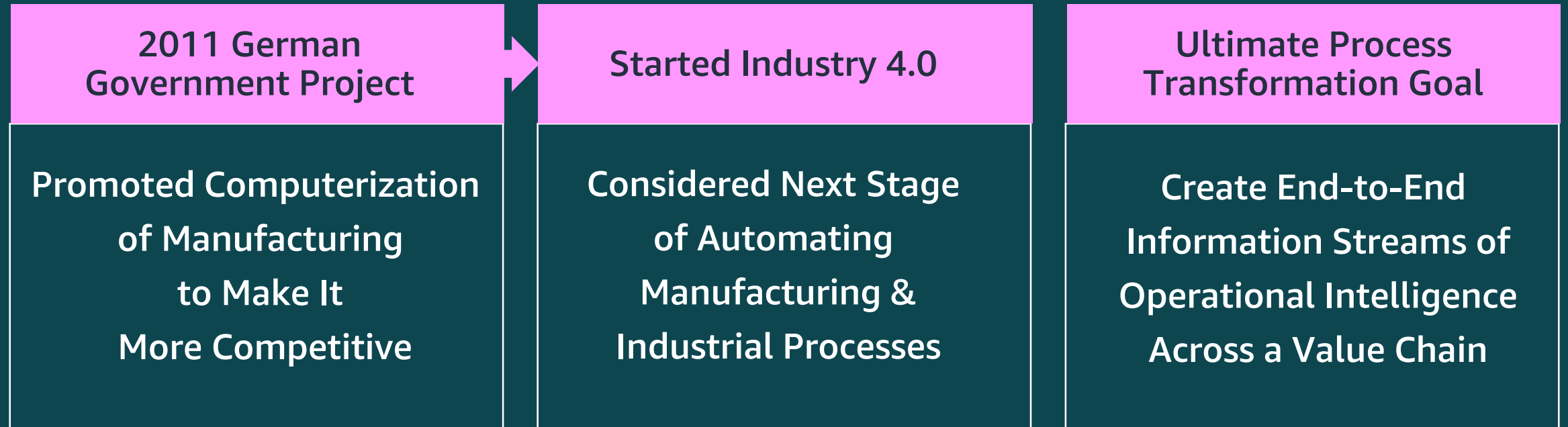
Automating Enterprise Asset Management

Using a New Business Model

Mark Stubbs
Shoreline IoT CTO

Asset Management Evolution

Enables New Services and Business Models As It Matures



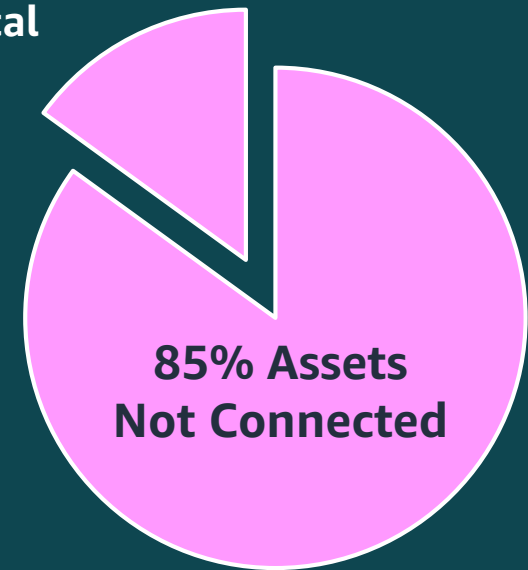
Industry 4.0 Adoption in Asset Intensive Industries

IoT Has Proven More Challenging for Machine Health Management

Limited Scale of Adoption

- Vast Majority Assets Not Connected
- Still Rely on Manual Inspections
- Lack Real Time Data Visibility Across Asset Ecosystem

15% Assets Connected
Only High-End Critical



Companies Struggle to Move from Pilots to Capture Value at Scale

Operational Factors Preventing Adoption

- 1 Interoperability – Multi Vendor Solutions
- 2 Reliance on Expensive Experts
- 3 Long Time to Value
- 4 Organizational Change Management

Pandemic Catalyst for Adoption Acceleration

Market Shaping Force

- To Optimize Operations
- Make Asset & People Management More Efficient

Technology Advances

- Makes Affordable Technology Possible
- Enables Deployment at Scale

Technology Advances

Hardware

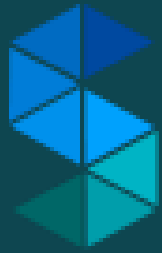
Sensors

- 1 Extended Battery Life
- 2 Computing Fast Enough
- 3 tinyML Computing at Edge
Combines AI & Smart Device

Software

Deep Learning, Self-Supervised AI

- 1 Analyzes Data Based What
Already Knows + Inference from
New Data
- 2 Trains Computers Without Labeled
Data
- 3 Eliminates Need for Historical
Data & Data Scientists



Shoreline

Created New Business Model to Completely Automate
Machine Health Management Across Operational
Ecosystems

Delivers First “Out-of-Box” Solution To Address Adoption Barriers



Easy-to-Use
Built Non-Experts

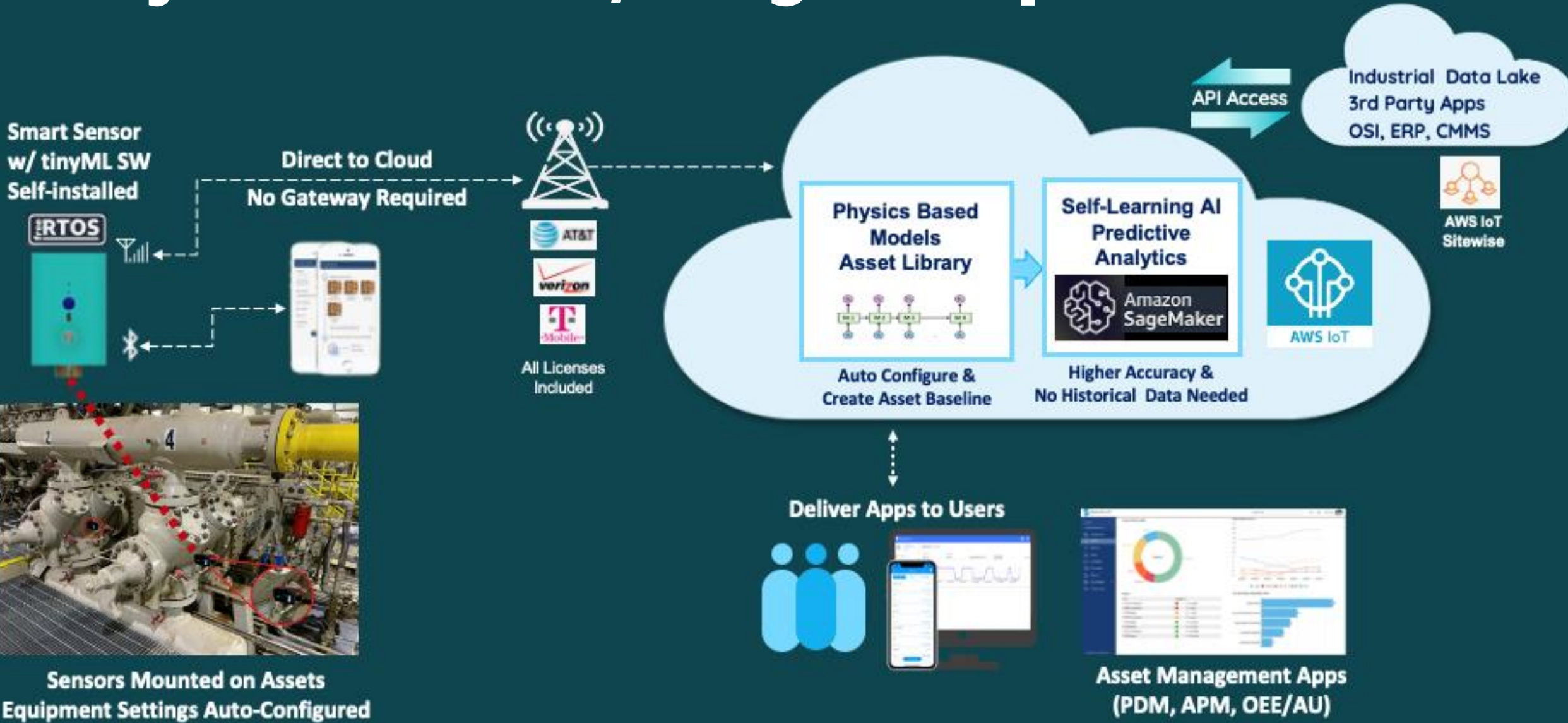


Affordable
All Assets



Highly
Scalable

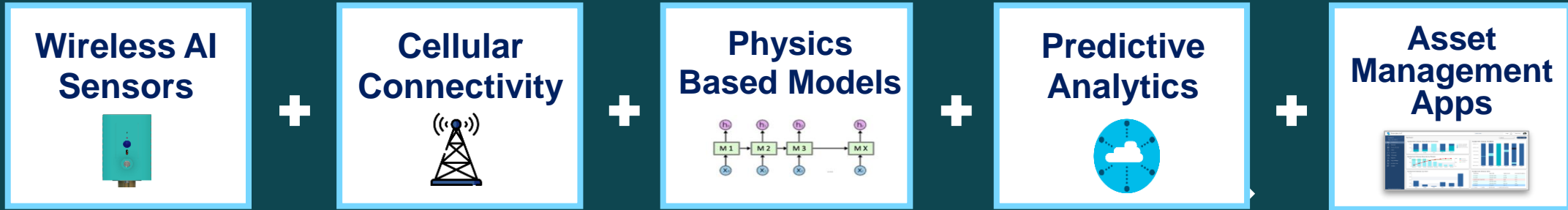
Fully Automated, Single Stop Solution



**Sensors Mounted on Assets
Equipment Settings Auto-Configured**

Transforms Asset Management in Minutes

From Sensor Installation to Actionable Insights in Minutes
Without Any Experts, IT or System Integrators



Step 1

Step 2

Outcome

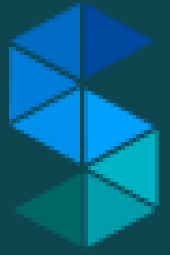
Completely Automate
Machine Health
Management



Enable & Share Real-Time
Intelligence Across
Operational Ecosystems



Unprecedented Process
Performance Visibility



Shoreline Solution



Built Top to Bottom with AWS Services

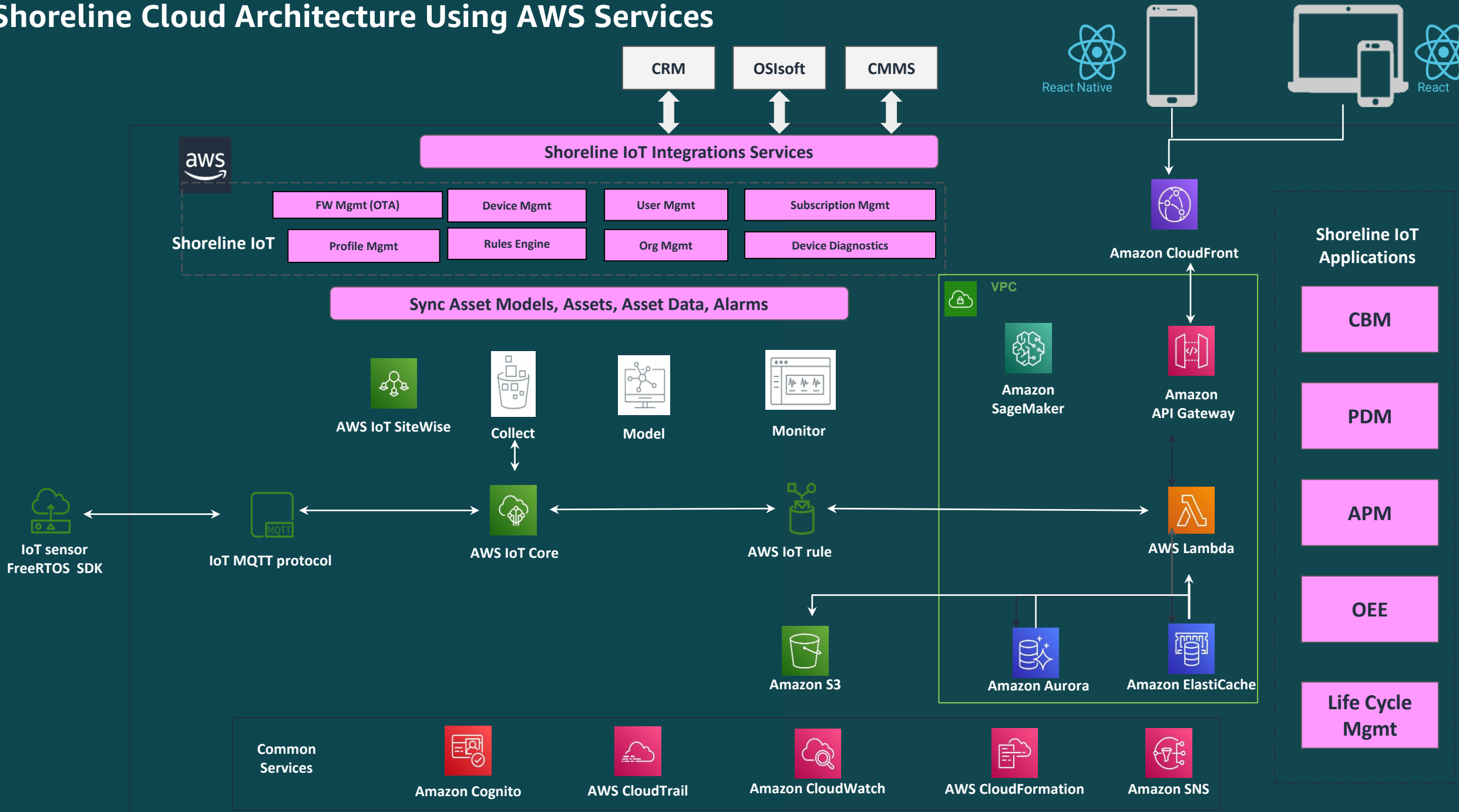
Qualcomm

Connectivity

ARM[®]




Processor

Shoreline Cloud Architecture Using AWS Services



Shoreline “Out of Box” Solution

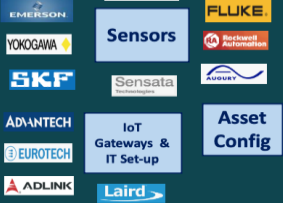


Built for Non-Experts to Set-Up & Manage

<p>Self-Install Smart AI Sensor</p>			
<p>Direct Sensor to Cloud Link</p>	<p>Asset Automatically Configured in Cloud</p>	<p>Automatic Baseline Generated from Physics Based Models</p>	<p>Automated AI/ML Analytics Self-Supervised Deep Learning</p>

Plug-n-Play
Affordable
Easy-to-Use
Highly Scalable

Industry 4.0 Asset Management Solutions Today

Built for Experts to Set-Up & Manage

<p>Multiple Layers of Tech Vendors</p>	<p>System Integrators Required at Every</p>	<p>Multiple Standard</p>
		

Complex
Expensive
Requires Experts
Not Scalable

Unique Features

1

AI Sensor with Proprietary SW
tinyML Analytics at Edge & 5 Year Battery life

2

DIY Setup Software for Non-Experts In Minutes with Mobile App

3

Direct Sensor to Cloud
Connectivity No New IT
Infrastructure

4

Physics Based Models Library
Creates & Auto Configures Machine Baseline

5

Self-Supervised, Deep Learning
AI No Historical Data

6

Affordability
10x Less Than Current Solutions

Delivered with Zero Capex, All Inclusive
100% SaaS Subscription

Significant Benefits for Asset Intensive Enterprises

Easy to
Manage

Easy to
Use

Deep Business
Insights

Faster Time
to Market

Asset Data
Availability

Low Cost
for All Assets

Leading Enterprises Deploying Our Solution



It's Quick & Easy to Get Started

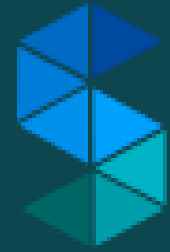
Deliver Fast Time to Value



Shoreline Machine Health Management Starter Kits

Order Online

Ready To Be Shipped



Shoreline

Solution Demo



Thank you!