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INTERVIEW

## Nexiot digitalises the supply chain

Interview with the company that is creating a new standard for value and trust in the supply chain.

Nexiot is a B2B company digitalising the supply-chain. Through IoT and Big Data, the company helps asset owners to track and monitor their shipments all around the world. A spin-off of the famous ETH in Zurich, this fast-growing company is creating a new standard for value and trust in the supply chain.

Mr. Christoph Wartmann, Founder and CEO, and Mr. Daniel MacGregor, Director of Marketing & Sales, kindly answered our questions.

### *Could you please briefly introduce Nexiot?*

In a few words: Nexiot digitalises the supply chain. Digitalisation brings a huge added value in all sectors, and it is also true for logistics. However, containers, rail freight wagons and boxes are non-powered and no-one has yet overcome this barrier to digitisation. A couple of years ago, we identified this potential and started to develop a solution.

We realised that through ultra-low power hardware, wireless sensors, and with energy-harvesting technologies, it was possible to get data from sensors connected to containers and similar assets.

The next question is: once you can use autonomous sensors, what do you do with the data?



Nexiot Product Family

Data alone is useless; our sensors generate more than ten million points every month. You need to process it and that is our added-value. We provide clear and readable data to our customers. Our algorithms process the data and enrich it with other data sets, to generate coherent contextualised information and wisdom (business intelligence).

It can also work in a predictive way. For instance, we can identify if a shipment is on the wrong track and warn the client whilst the shipment is still a distance away from its delivery point.

### *How did you come up with this idea?*

I was running an ETH research lab specialising in ultra-low power hardware and energy harvesting. We had a lot of technology and we were looking for

cases to use it. Quickly we found out that the supply chain potential was huge.

In short, every non-powered product that should be monitored can benefit from our technology. It is massively expandable because the supply chain is still working as it was 30 years ago. However, the sensors we use are just a tool. Our added value is data, and I'll come back to that later.

### *What was the biggest challenge for you?*

Securing client trust is a big thing. Being a young company can be a challenge when talking with potential clients. A company doesn't care about your potential, or who may be supporting you financially. The only things that matter are whether the product will bring them add-

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ed value, and if you are reliable. In our case, it takes time to dispatch all our sensors. It is a long-term commitment. One of our major challenges at the beginning was to convince our clients that we will still be here in three years' time.

To get this trust, we are certified ISO 9001 for good management, and ISO 27001 for data management. Our modules are also certified ATEX Class 1, meaning that they are intrinsically safe to use in hazardous environments and are very robust. This is important for a device that will travel all over the world, no matter what the temperature or weather conditions will be.

### *What is the added value of your products?*

We are creating a new standard for value and trust in the supply chain. As I said before, our sensors are the tools we use to provide our true added value, which is data. With our solution, clients can localise and monitor their shipment in real time. With our sophisticated software you can clearly identify where your shipment is, what condition it is in and what are the wider supply chain circumstances and business processes surrounding it. Localisation is worldwide (including at sea), and very precise, because our algorithms improve the precision of the onboard GPS. For instance, we can tell on which precise track the train is. GPS alone tends to be confused, constantly jumping from one track to another. Aside from localisation, our platform can integrate a lot of other sensors, monitoring the state of the shipment according to



Installation of a Nexiot device

the needs of the client. We can monitor temperature of food and perishables within a container, for example, or if an impact might have damaged the shipment. We offer a full range of services and our platform can integrate third party solutions as well.

In Business to Business (B2B), two things are possible: deliver a new valuable service or reduce the costs. Nexiot does both.

### *Which kinds of companies can benefit from your products?*

Every asset owner can benefit from our products. Every company that owns non-electrified assets that need to be shipped anywhere can benefit from our solution.

The supply chain is at the very beginning of the digitalisation process, and much of this process could benefit from new technologies. Today, you still have several intermediaries for a shipment, and until it is delivered you can never know for sure where it is, or in

what condition it is in. Most documentation is still paper-based, and if the shipment is lost, it takes far too much time to find it. The contents of a container can be worth several million, and it is something you want to keep an eye on.

### *On which markets are you focusing the most? Have you any projects in Japan?*

Because of the nature of our service, we are operating globally. Shipments have no borders today, and the supply chain is global. However, at the early stages of a company, it is easier to prospect at a regional level. This is why we began with the European market. We now have business in the US, and are continuing our expansion globally. Due to the importance of Asia in the supply chain, it is definitely a market that we are focusing on. Regarding Japan, we are very open to any business opportunity and would be interested to hear from investors too.

### *Data is the core of your service. Can you be more specific?*

As stated Nexiot doesn't sell sensors, we sell a service. The sensors are the enablers that we provide to allow us to collect data on the localisation and status of a shipment. The data needs to be processed to make sense of it, and as you know by using your smartphone, GPS is not always 100 per cent precise.

This is why our algorithm corroborates the data collected by the sensors with our database where all road, rail, and sea shipment ways are registered.

For our client it is very easy to use.

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Everything is in the Cloud, and they can access their data in real-time. They can also use that data by selling it to other companies like shippers or end-cargo owners. We use a Blockchain technology for our data that can help our customers in case of legal issues. For instance, if the shipment has been damaged during its time in transit, our sensor will have identified the moment of the impact, and the client can prove the exact moment of the incident with historical data that cannot be tampered with.

### *What are the next steps for Nexiot?*

We have also just opened an office in Hamburg, with offices in USA and Asia soon to follow. This is in line with our international expansion plans. Our objective this year is to continue to develop and deliver our services and scale the team and business to meet with demand. We would welcome enquiries from clients, partners and investors.

For inquiries, please contact:  
daniel.macgregor@nexiot.ch



Mr. Daniel MacGregor  
Director of Marketing & Sales

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INTERVIEW

## Meet Japanese Companies with Quality



JETRO's new directory for Medical Device Companies

Among other tasks, JETRO provides information to companies interested in the Japanese market. One question we are often asked is whether we can provide lists of Japanese companies working in various fields. Today, we can answer more accurately, thanks to JETRO's website.

JETRO's website has a special page for this purpose: "[Meet Japanese Companies with Quality](#)". On this page, you will find information about Japanese companies in the fields of machinery, Japanese food, IT, and many other activities in which Japanese companies excel.

As one of our latest contributions, JETRO, under the auspices of the

Ministry of Economy, Trade, and Industry, and relevant industrial groups, has created a directory of 108 Japanese medical device companies which aspire to contribute to medical communities around the world, with the goal of further promoting high-quality Japanese products to overseas companies.

This directory, as well as the other ones available on JETRO's website, are subdivided into different categories, allowing you to identify the best companies for your specific business. Please feel free to contact them directly, or ask JETRO if there is no specific information regarding your field of expertise.

活動

ACTIVITY

## 革新

INNOVATION

## Minase 7 Windows: the art of transparency

Japan and Switzerland share a common passion for watches. Both countries have reached an exceptional level of accuracy. Less well-known than other Japanese manufacturers, Minase has just released its latest watch: The 7 Windows.

Thanks to its seven sapphire glasses, the movement seems to fly in the air. The company, located in Akita prefecture, has a strong reputation in the art of polishing. The transparent case-in-case structure

of the 7 Windows allows us to admire the incredible level of polishing that Minase has reached overtime. It is easy to understand why so many Swiss manufacturers are using Minase's machines.

To start its international expansion, Minase has chosen Geneva to present its new flagship product. "I thought it was important for us to release our watch in Geneva, the home of luxury watches, first," said the CEO, Mr. Tanaka.



Minase's « 7 Windows »  
Minase is a subsidiary of Kyowa Seiko

## Agenda

## 日程

AGENDA

- ✓ May 22, 18:30-21:00, Hotel Royal, Geneva  
@WHA71 Evening Seminar: "Kanagawa Prefecture Seminar on Healthcare New Frontier in Japan, ME-BYO: Building a Better Future through Behavior Change"

Kanagawa Prefecture of Japan is working with the WHO to answer the challenges of an ageing society. With the cooperation of The University of Tokyo Center of Innovation, the speakers will explain how to turn it into opportunities to increase happiness and prosperity for all.

**Free registration until May 17.**

Organized by the Kanagawa Prefectural Government

*JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.*

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online:  
<http://www.jetro.go.jp/switzerland/newsletter>

# JETRO

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