Mobideo invented a unique and proprietary end-to-end industrial software platform enabling companies in asset intensive industries to transform their workforce effectiveness and safety through digitalizing work processes thereby increasing productivity and enabling financially efficient outcomes. This technology is perfectly aligned with industrial companies' current demand for digital transformation initiatives thus unlocking a $5 Billion/year total addressable market for industrial workforce management digitalization. Mobideo focuses on high value industrial work processes that are complex, critical, collaborative and dynamic and drive benefits in 4 areas: business process efficiency and standardization, improved work manageability, improved quality and compliance, and as a catalyst for business innovation.

The Market: Companies in asset intensive industries such as Oil & Gas, Chemicals, Mining, Power and Aviation (Owner-Operators) function with a unique set of operational challenges dictated by the asset intensive nature of their businesses. These challenges are shared across all companies regardless of industry.

Mobideo is currently focused on the Downstream O&G Refining, Petrochemicals and Pipelines industrial markets in North America, achieving remarkable success in a very risk-adverse and tough market. Within these industries, Mobideo identified Turnaround Projects (STOs) as the ideal entry point to provide clear and significant value to customers with demonstrable financial returns. This is an ideal initial use case given STOs omnipresent delays, cost overruns, safety exposures and other risks, along with a near total dependence on third-party contractors. With success in terms of both time and money savings, Mobideo creates a strong appetite for additional use cases across the asset lifecycle.

The Problem: Owner-Operators have invested heavily in computerizing all aspects of their business except for their most precious asset – their workforce – who are still performing their tasks in ways that are essentially unchanged for over 100 years. The industrial workforce is still operating with a minimal toolset of documents and forms while collaborating as teams using mobile phones and walkie-talkies. This introduces extensive inefficiencies, mistakes and safety exposure while reducing revenue and increasing costs. The challenge presented by this people driven environment is appreciably magnified by the sheer scale of the facilities and projects where methods and supervision become extremely inefficient and costly. Given that 90% of Turnaround projects do not meet their time and budget goals, this challenge has a direct impact on the financial performance of the r-Operators.

The Solution: Mobideo captures workforce execution at the point of service while integrating and updating all existing systems of record such as IT (ERP, EAP, PPM) and OT (Scada, MES, IIoT) in real-time, near real-time and off-line modes and is designed to support various deployment scenarios -- public cloud, private cloud and on-premises.

Of special note is Mobideo's Studio application which is used to transform unstructured process documentation to a rich digital format combining this information with data from disparate IT/OT systems to seamlessly deliver this data via the Connect Worker and Connected Manager applications. After a few days of training, any Subject Matter Expert is fully capable of digitalizing work processes. Unique to Mobideo's platform, field work is not disrupted at all after deployment since processes are digitalized "as is".

The components of the platform are: The **Connected Worker** is a mobile application enabling remote workers to seamlessly access all the information they need at the point-of-service. The **Connected Manager** is a custom decision-support system enabling managers at all levels to gain real time visibility and insights into the most detailed elements of all remote work activities. **Digital Transformation/Big Data/Machine Learning** analytics capture data at the most granular level generating a rich data set that and enables Owner-Operators to evaluate how tasks are being executed while identifying trends, work patterns and re-engineering complex processes.

The Outcome: Mobideo's patented platform reduces the cost of operations and maintenance while mitigating risks by digitalizing work-centric information flows that improve individual and team productivity and overall manageability whilst enabling innovation through analytical insights based upon big data. This enables as much as 30% productivity improvements in Industrial Services including a 2x increase in wrench time, 70% reduction in re-work, 20x reduction in event response time, all while reducing paperwork handling by 85% and cycle times by 20%.

Other Key Highlights:

- Mature, fully featured platform in use by over 20 industrial companies including Dow Chemical, Hess, Paz, Bazan, FHR (Koch Industries), Chevron
- Major validation by Dow Chemical with 4-year, company-wide commitment

• Deep and experienced management bench. HQ in Israel; North American HQ in Houston. 35 employees

• CEO of Paz Ashdod Refinery Customer experience video

with Malachi Alper,

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