# Entrepreneurship and Innovative Technologies & Business Models

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Zenatix

zenatix
A Hero Electronix Venture

## Agenda

1. Introduction

2. Problem Statement

3. How we solve it?

4. Key learnings from the journey

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# About Zenatix

We provide IoT based automation & monitoring solutions, delivering energy efficiency and data-driven asset management.

Zenatix is backed by Hero Electronix, which is a $200m corpus set up by Hero Group towards creating an eco-system of new-age "connected solutions" companies
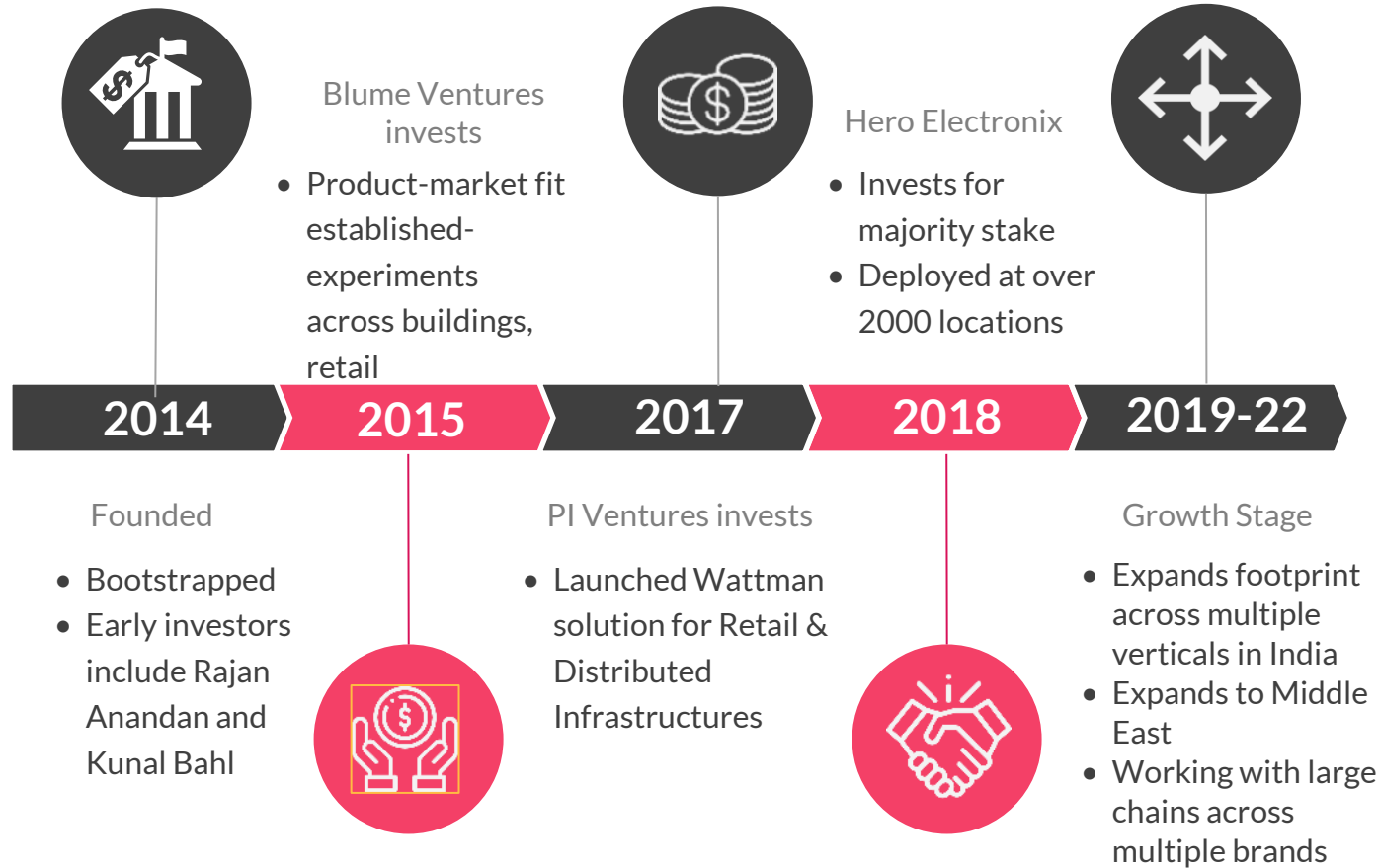
100+ strong team and growing

5 global offices

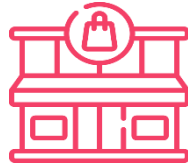2500+ deployments pan-India

50,000+ connected assets

200 Mn+ daily data points processed

**Blume Ventures invests**
- Product-market fit established-experiments across buildings, retail

**Hero Electronix**
- Invests for majority stake
- Deployed at over 2000 locations

**2014** ⟩ **2015** ⟩ **2017** ⟩ **2018** ⟩ **2019-22**

**Founded**
- Bootstrapped
- Early investors include Rajan Anandan and Kunal Bahl

**PI Ventures invests**
- Launched Wattman solution for Retail & Distributed Infrastructures

**Growth Stage**
- Expands footprint across multiple verticals in India
- Expands to Middle East
- Working with large chains across multiple brands

# Problem Statement | Types of buildings and associated challenges

Buildings use about 40% of global energy and they emit approximately 33% of greenhouse gas emissions

### Small Buildings/Retail

- Less than 100,000 sq ft

- BMS systems not developed for these

- Distributed infrastructure for an enterprise customer

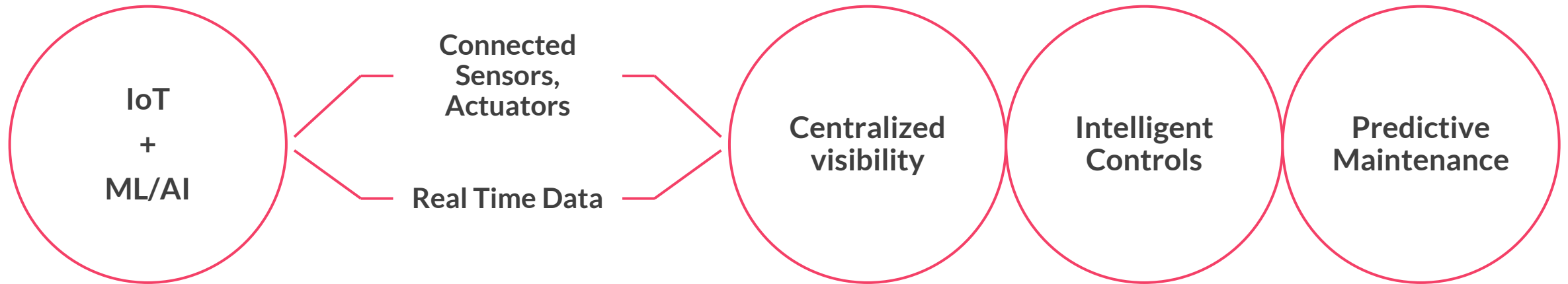- Energy wastage due to manual control

### Large Commercial Buildings

- More than 100,000 sq ft

- Challenges of a typical BMS
  - High cost
  - Difficult to maintain
  - No analytics (predictive maintenance)

- Enterprise customers need OEM agnostic platforms

Small/Mid-sized buildings need automation, and there is massive requirement for cost effective, connected systems in large buildings

# How Zenatix addresses these challenges?

**IoT + ML/AI**

Connected Sensors, Actuators

Real Time Data

**Centralized visibility**

**Intelligent Controls**

**Predictive Maintenance**

**Benefits**

10-20% energy savings

20-25% improvement in compliance

25-30% reduction in breakdowns

**ROI in 12-18 months**

# Largest provider of IoT powered automation in India

Connecting all assets and managing them over Internet deliver tangible benefits

## Building Assets

**HVAC & Lighting**

**Refrigeration**

**Critical assets**

UPS

**Multiple assets
Multiple OEMs**

## Zenatix IoT Technology

Sensors

Actuators

Gateway

Cloud Platform

**Hardware light technology
OEM/asset agnostic | Powered with AI**

## Benefits

10-15% cost efficiency
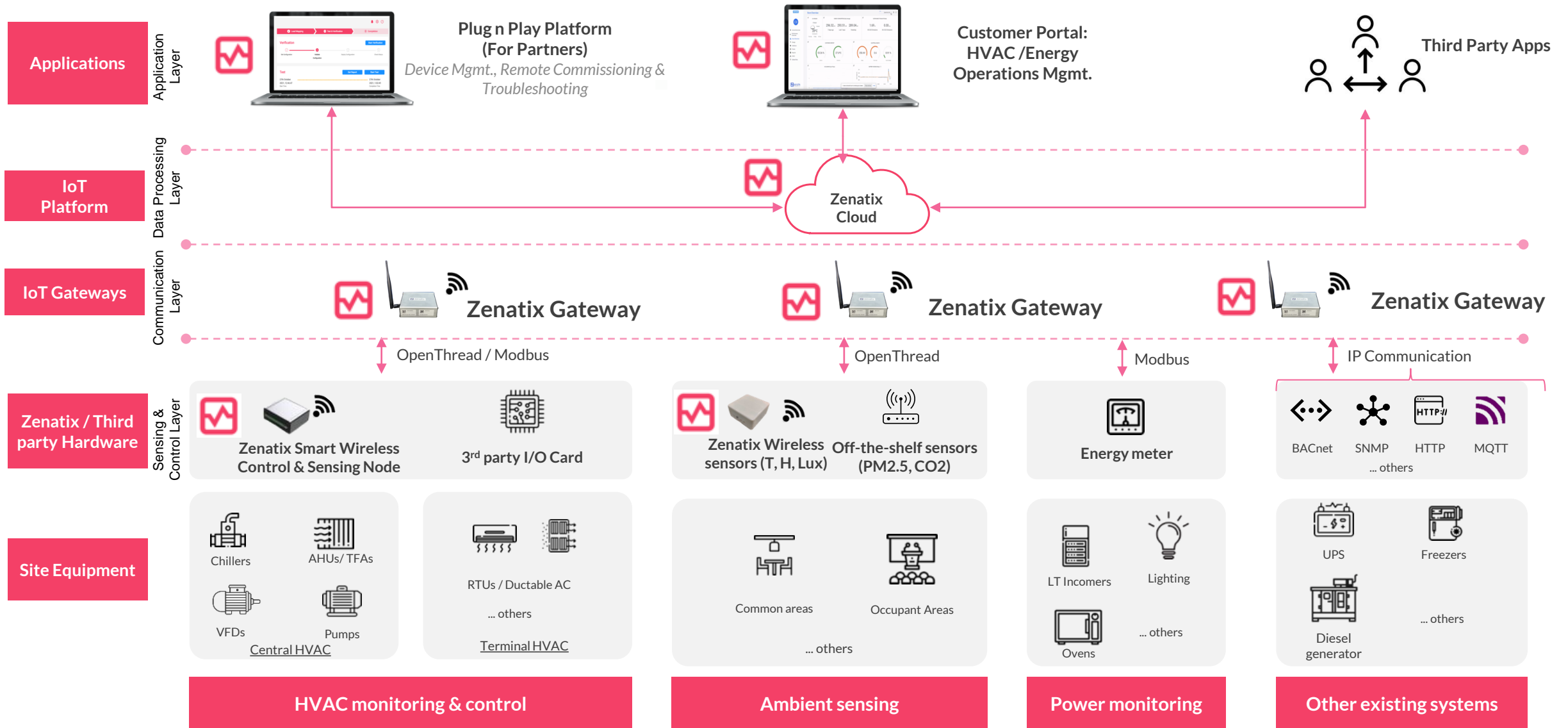*Energy savings and people efficiency through automation*

25-30% food safety compliance improvement

20-25% comfort compliance improvement

Safety

Digitalization of all assets

# Open extensible technology architecture spans the control and application layers

**Applications**

Application Layer

Plug n Play Platform
(For Partners)
*Device Mgmt., Remote Commissioning &
Troubleshooting*

Customer Portal:
HVAC /Energy
Operations Mgmt.

Third Party Apps

**IoT Platform**

Data Processing Layer

Zenatix Cloud

**IoT Gateways**

Communication Layer

Zenatix Gateway

Zenatix Gateway

Zenatix Gateway

OpenThread / Modbus

OpenThread

Modbus

IP Communication

**Zenatix / Third party Hardware**

Sensing & Control Layer

Zenatix Smart Wireless Control & Sensing Node

3rd party I/O Card

Zenatix Wireless sensors (T, H, Lux)

Off-the-shelf sensors (PM2.5, CO2)

Energy meter

BACnet

SNMP

HTTP

MQTT

... others

**Site Equipment**

Chillers

AHUs/ TFAs

VFDs

Pumps

Central HVAC

RTUs / Ductable AC

... others

Terminal HVAC

Common areas

Occupant Areas

... others

LT Incomers

Lighting

Ovens

... others

UPS

Freezers

Diesel generator

... others

**HVAC monitoring & control**

**Ambient sensing**

**Power monitoring**

**Other existing systems**

signifies Zenatix components

7

# Why IoT when BMS is an option?

**Why IoT?**

Connected systems providing visibility across sites

Energy correlation with business metrics for Board room discussions

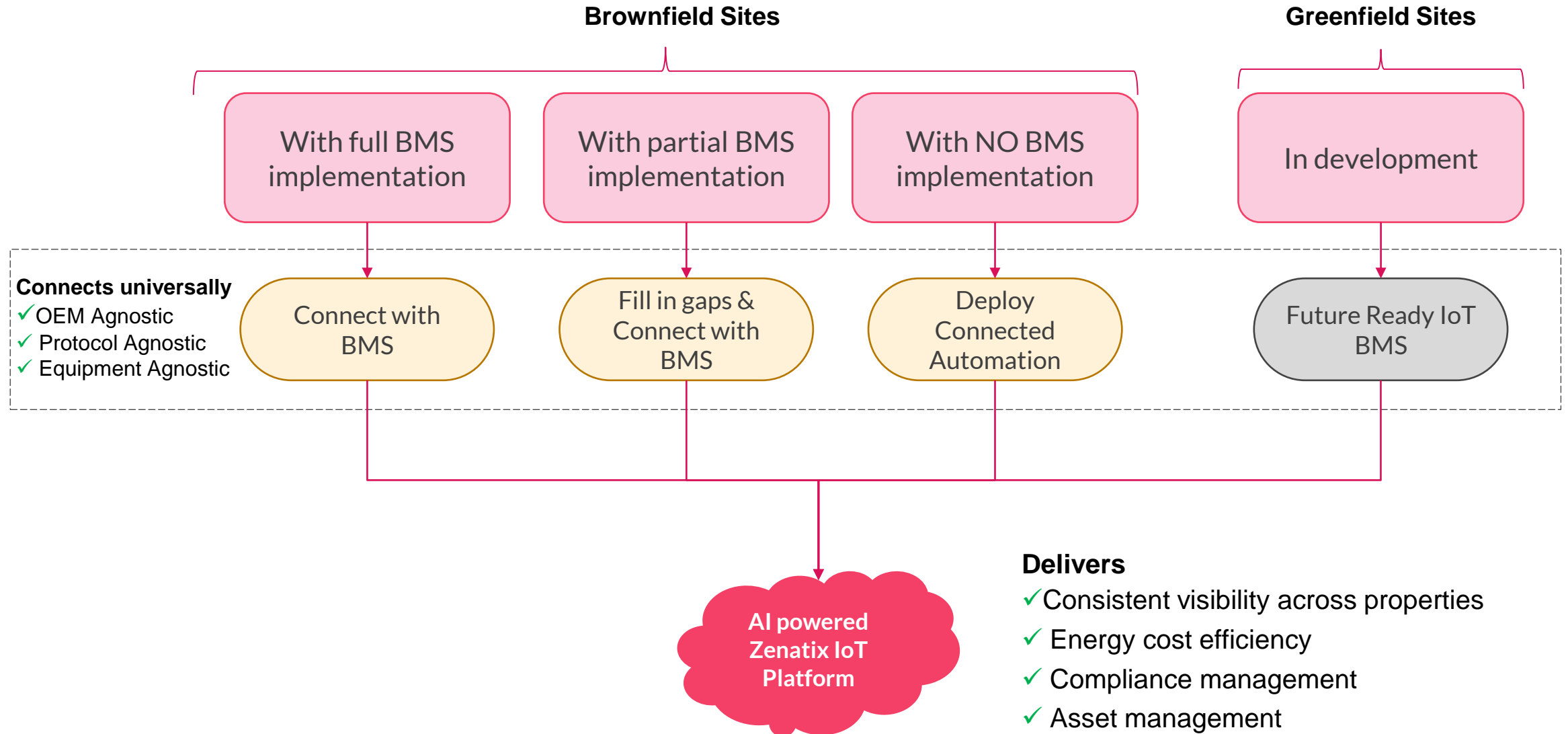40-60% cost effective – hardware light, software rich

Easy to deploy - battery powered, wireless technology

Condition monitoring driven maintenance

**With IoT, you can do lot more than a BMS at 50% of the cost.**

# What do you do when some properties already have a BMS?

**Brownfield Sites**

**Greenfield Sites**

| With full BMS implementation | With partial BMS implementation | With NO BMS implementation | In development |
|---|---|---|---|

**Connects universally**
- ✓ OEM Agnostic
- ✓ Protocol Agnostic
- ✓ Equipment Agnostic

| Connect with BMS | Fill in gaps & Connect with BMS | Deploy Connected Automation | Future Ready IoT BMS |
|---|---|---|---|

**AI powered Zenatix IoT Platform**

**Delivers**
- ✓ Consistent visibility across properties
- ✓ Energy cost efficiency
- ✓ Compliance management
- ✓ Asset management

# Key learnings from the journey

Focus on product-market fit is vital

There are no shortcuts

Perseverance! Perseverance!

# Thank you

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