

COMPANY OVERVIEW

Company Profile:

- Born from deep industry experience, the company was founded to solve the real-world complexities of asset management — eliminating silos, simplifying infrastructure, and unlocking smarter operations.
- Established in 2018, we bring over 7 years of product innovation.
- Global team of 200+

Verticals / Target Market:

Enterprise, MSPs, Mid-Market, Retail and Hospitality

Unique Selling Point

Asset management is mission-critical, but outdated systems create friction and inefficiency.

Optima uses AI at the core to classify data, accelerate onboarding, detect anomalies, and automate workflows — transforming scattered processes into intelligent, self-improving operations that drive productivity, cost savings, and smart decisions..

OFFERINGS OVERVIEW

Available Solutions:

- AI-enabled onboarding for connected and non-connected assets with centralized global tracking.
- Proactive maintenance powered by automated workflows and anomaly detection.
- Optima Intelligent Command Center for full visibility across enterprise asset operations.

Key Selling Points:

- Unified Platform: Converges IT, IoT, and OT into one centralized solution for holistic asset management.
- Seamless Integrations: Retrofits effortlessly into existing tech ecosystems with API-driven interoperability.
- Global Readiness: Supports 150+ languages, with 24/7 availability and scalable deployment across regions.

DIFFERENTIATORS AND COMPETITIVE ADVANTAGES

Optima stands out with its AI-driven approach to asset lifecycle management, converging IT, IoT, and OT. Designed for rapid deployments, seamless integrations, and global reach, it delivers measurable savings and operational excellence.

Solution differentiators

1. AI-powered onboarding, proactive maintenance and automated workflows.
2. Intelligent Command Center with holistic and interactive KPI reports and dashboards — **single pane of glass** view across asset types, sites, and roles.
3. **Seamless integration** with CMMS, ticketing, ESG, and BI systems — retrofitting into existing tech environments.

Company differentiators

1. **White-labeled partnerships** with global leaders like JLL (Serve) and TD SYNEX (Optima).
2. **Fast-track go-to-market enablement** — 2-week deployments, partner-led sales support, demo instances.
3. **Global presence** with 200+ employees and deployments across 50M+ sq. ft., managing 1M+ assets.
4. **Enterprise-ready support model** and attractive margins (30–40%) with partner protection and co-marketing programs.

CONVERSATION STARTERS

Do your teams struggle with delayed maintenance or recurring downtime?
 → Our AI-driven workflows trigger real-time alerts, auto-generate work orders, and cut downtime by up to 30%.

Is asset onboarding and tracking taking weeks or months?
 → Optima's rapid onboarding, including network discovery and AI classification, reduces setup time by up to 75%.

Are your teams overwhelmed by alerts and inspection backlogs?
 → Serve or Optima's intelligent filtering reduces alarm noise and digitizes inspections for faster execution.

OVERCOMING OBJECTIONS

Common Objections	Responses
"We already use a CMMS or ticketing tool."	Optima integrates seamlessly with existing CMMS and ITSM platforms — enhancing, not replacing, what's already in place.
"Deployment sounds too complex for our scale."	With no-CAPEX pilots, 2-week go-lives, and modular onboarding, Optima scales flexibly from single sites to global portfolios.
"Our team isn't trained or ready for something new."	We provide white-glove onboarding, role-specific training modules, and local language support to ensure smooth adoption across user roles.

USE CASES

Use Case	Problem	Solution
Asset Data Collection & Onboarding	<ul style="list-style-type: none"> Inconsistent asset data leading to inefficiencies 	AI-powered onboarding enables rapid asset data capture and automatic discovery of connected devices—resulting in clean, classified data centralized for registry and tracking.
Proactive Maintenance with Automated Workflows	<ul style="list-style-type: none"> Dependence on a reactive break-fix model leading to frequent downtime Fragmented data increasing ticket resolution time 	<ul style="list-style-type: none"> Real-time monitoring detects anomalies and triggers alerts based on predefined thresholds, auto-generating tickets in the integrated system. Technicians access a unified interface—geolocation, maintenance logs, active tickets, guides, and a smart AI assistant—on a single pane of glass.
Optima Intelligent Command Center	<ul style="list-style-type: none"> Lack of a holistic visualisation of asset operations leading to inefficient resource allocation. 	<ul style="list-style-type: none"> Access to customisable and interactive KPI dashboards transforming thousands of data points into insightful visualization helping with informed-decision making. Consolidated view of active alarms, their severity, ongoing maintenance, and associated time tracking enables automated reporting and significantly improves productivity.

NEXT STEPS

Closing Statement

Based on what we've discussed, I believe Optima can streamline your operations and bring immediate impact. Let's schedule a quick follow-up to align on a live demo tailored to your current workflows.

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