



# COGNITIVE POWER THROUGH AGILE DIGITAL MODELS

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REACH

NEXT GENERATION DATA INCUBATOR

Paris, May 31st 2023

# About Wiseside



## Company Concept



- Supply chains is evolving (transforming) from a linear sequence of (almost) isolated enterprises into a **holistic network of partners sharing both collaborative and competitive objectives**

## Market Experiences

### Digital Agri Food chain

- Holistic digital transformation
- Traceability and transparency
- Multivariate analysis and process optimization
- Predictive modeling and explainability-based learning
- Optimizing product quality

### Smart Energy eco-systems

- Consumption monitoring and material waste management
- Renewable energy community and electric mobility

### Infologistics 4.0

- Goods delivery and synchronization with inventory



**A Network  
of Partners**

# Our challenge



## Energy Cost Assessment and Forecasting

Proposed by



SMAT Group is an integrated water management and service leader

# Energy Cost Assessment & Forecasting

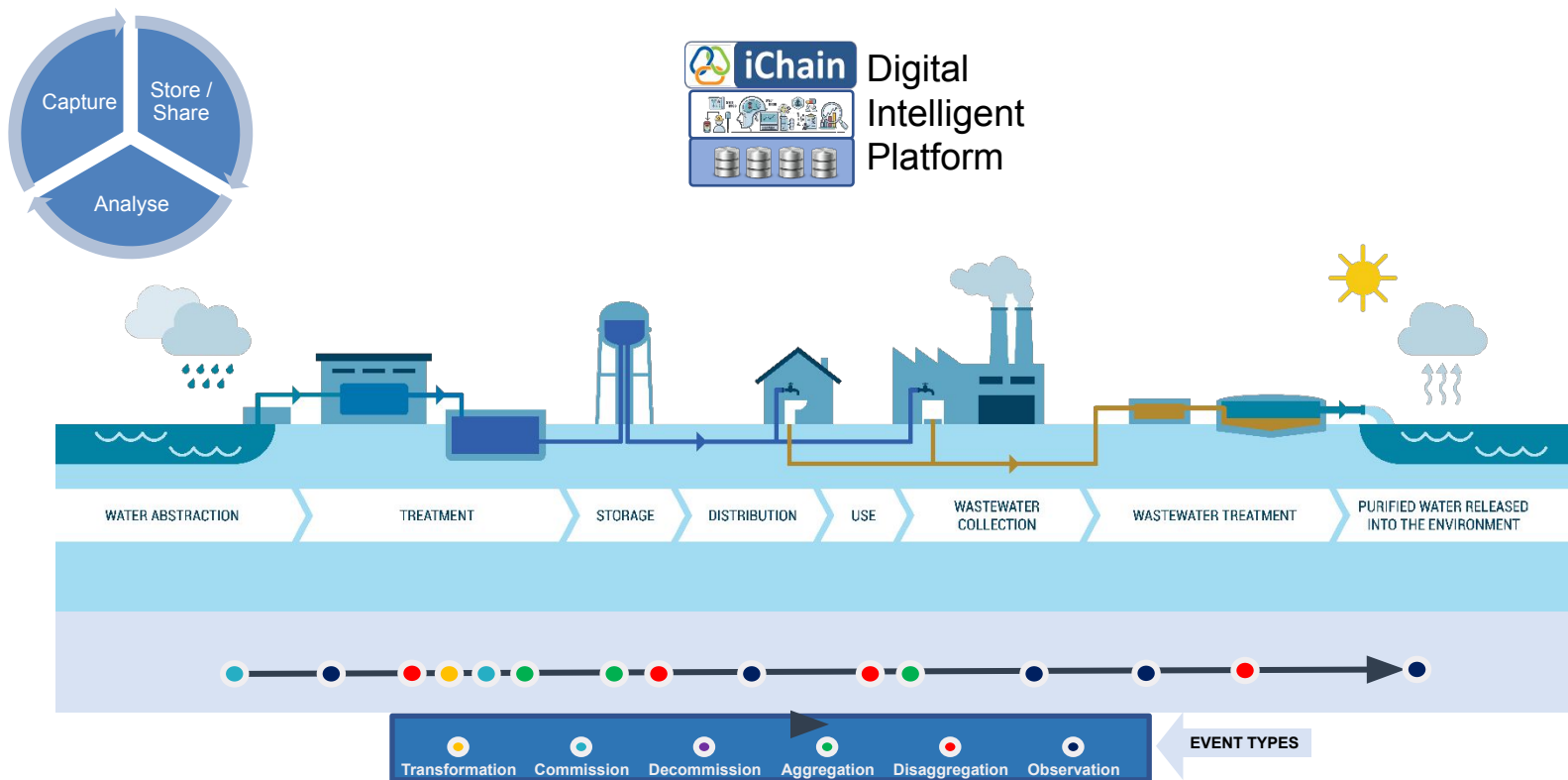


“In this challenge we are **looking for a tool to evaluate** costs related to energy consumptions based on energy market prices”

- **Estimate** the expense for a selected month
- **Provide a model** that compares a short-term energy consumption against historical data.
- **Forecast** the impact of the market prices rapid changes on the overall energy expenditure

The outcome of the project will be a new component of our value proposition  
(new sw modules offering the required new features)

# iChain: an end to end, event-based system



# Addressed issues and Solutions



Energy Consumption and  
cost forecasting



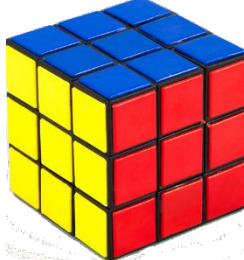
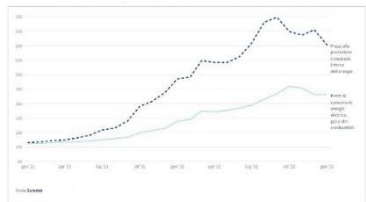
Computational Intelligence Tools



Flexible  
Graphical  
UX

Increased  
complexity in  
**correlating** energy  
consumption and  
costs

Increasing energy  
costs and price  
volatility



Multisource Data Capturing

Heterogeneous data **scattered**  
**across different sources** and silos



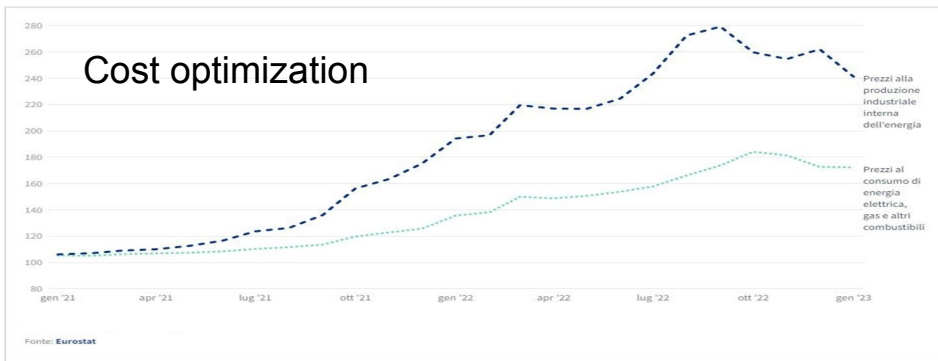
# Why now ? (market opportunities)



- Increased adoption of advanced computing technologies (IoT, cloud, HPC, AI)
- Increasing awareness towards energy savings, general efficiency, environment preservation
- 3500+ service companies like SMAT in Italy



Saving the environment



# Revenue Model & Market Strategy



## Revenue Model

*Setup* : modelling, customization & interfaces

*Periodic fees*:  $f$  ( functionalities, data volume)

## Go-to-Market Strategy

- Targeting *directly medium-large* companies
- Push app *through Associations / Aggregation of MPM* companies



# Team



## Business



**Pinuccia Zarino**  
(math degree)- CEO  
Sales&marketing



**Vincenzo Viola**  
Electronical Engineer  
Bus Strategy Advisor

## Technical team



**PHD Edoardo Calia**  
Technical Director



**Dr. Roberto Bisignano**  
PM- Senior Developer  
& System Engineer



**Ing. Andrea Di Lauro**  
Mechanical Engineer  
specialized in Energy



**Dr.ssa Daniela Gallazzi**  
Senior Software  
Developer

## Technical specialist advisor - POLITO



**Prof. Giovanni Malnati**  
Design Leader



**Prof. Daniele Apiletti**  
Data Scientist



**Prof. Fabio Forno**  
Senior Architect

