

# Vertech Industrial Automation and Information Solutions

*Final Innovation Debriefing*

## **Team 5**

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# Who is Vertech

*"Elevating human well-being through automation"*

- Provider of industrial automation and information solutions
- Focuses on modernizing industrial systems and processes through advanced technologies
- Specializing in enhancing operational efficiency and promoting sustainability for large-scale corporations
- Vertech provides innovative services that optimize client operations by improving automation, data management, and system integration
- Project execution is broken down into 5D Process: Define, Design, Develop, Demonstrate, and Deliver.

## Why Vertech

**#1**

Ignition Integrator Globally

**20**

Years In Business

**3k+**

Projects Completed Worldwide

### Core Expertise:

- Industrial Automation
- Digital Transformation
- Client-Centered Service
- Client Relationships

# History of Vertech

President Titus Crabb founded Vertech in 2004 after over a decade of experience in the PLC industry.

## Key Milestones:

1. 2004: Founded with a mission to innovate industrial automation solutions.
2. 2007: Expansion of the team with the first partnership.
3. 2021: Ranked #3785 on the Inc. 5000 List

Solve complex industrial challenges with simpler, cost-effective solutions.



# Services & Market

- **What Services do they offer?**

Industrial Automation

PLC & SCADA

- **Who do they offer it to?**

Aerospace

Automotive

Data Centers

Food & Beverages

Solar

Manufacturing

Water

- **What market are they in?**

Control & Automation

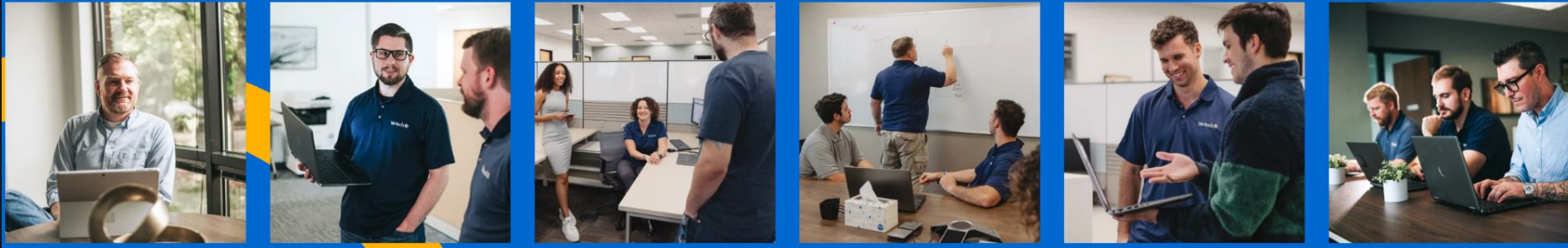
Digital Plant

Industrial IT

- **Are they innovating?**

A strong focus on driving innovation in the market, transforming industrial automation into more intelligent, connected, and efficient systems.

# The Mindset & Goals



## Innovations in:

- Automation Systems
- User Interface Services
- Smart Factory Solutions

Vertech Innovates with a focus on empowering customers to streamline their Industrial processes with customer centric collaboration and solutions.

Vertech wants to transform the Industrial Automation market with intelligent, user connected, and energy efficient systems.

# Protecting Innovation

## Trademark Protections & Branding

- Registered trademarks for:
  - **Vertech** Ignition Solution Logo
  - **Company Logo** (™)



## Copyright Protections

### Software

- Owned by Vertech or licensed suppliers.
- Protected under U.S. & International Copyright Laws.



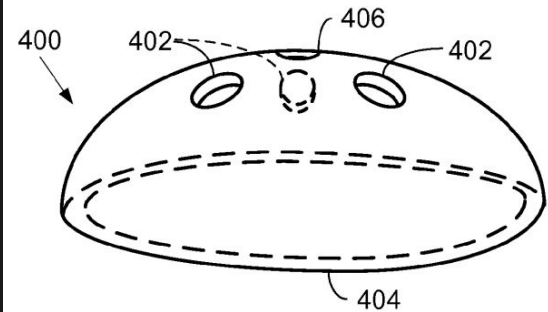
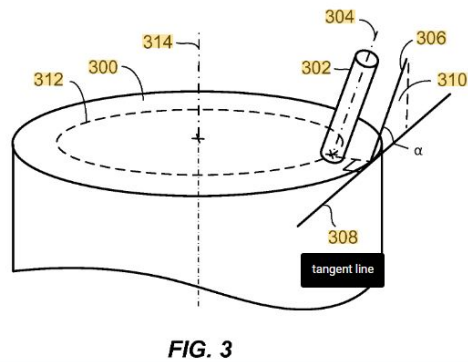
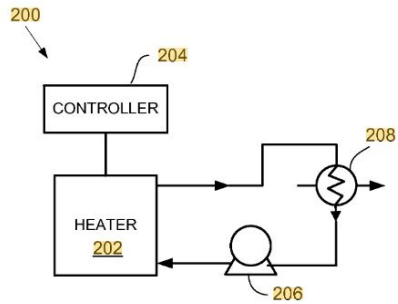
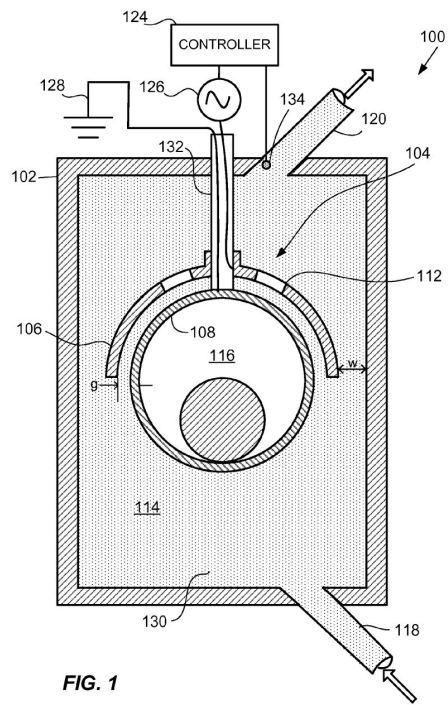
# Protecting Innovation

## **Patent Filings:** “Electro-Acoustic Resonance Heater”

A high-efficiency device using electro-acoustic resonance technology to heat liquids, designed for optimal energy performance.

- Country: United States
- Organization: U.S. Patent and Trademark Office







# Sustaining Innovation

Vertech is focused on responsible innovation and improving existing technologies within the company.

With a focus on customer satisfaction and the user experience, Vertech differentiates itself from competitors by porting large segments of operations to tailoring services to each customer segment.

Vertech is a Sustaining Innovator, with low resources spend on developing new and niche products, and more resources focused on improving existing services.



# Team Suggestion for Innovation

- **AI driven processes and tools**
  - AI tools to suggest solutions for customers
  - Saving time and labor
- **On demand customer product previews**
  - Automatically generated previews of solutions
  - Responsive designs with editable features
- **Improve Business Model**
  - Offer *Try Before You Buy*
  - Subscription Based Services

Interview Contact at Vertech



**Joe Kaufman**

Technical Sales Specialist



# Thank You

Any Questions?