Rayan Platform – Differentiation Strategy

This document highlights how the Rayan Platform can stand out from competitors like Prosys OPC UA Browser & Server. By analyzing the competitor's user experience and features, we propose unique differentiators that will make Rayan Platform more appealing and competitive.
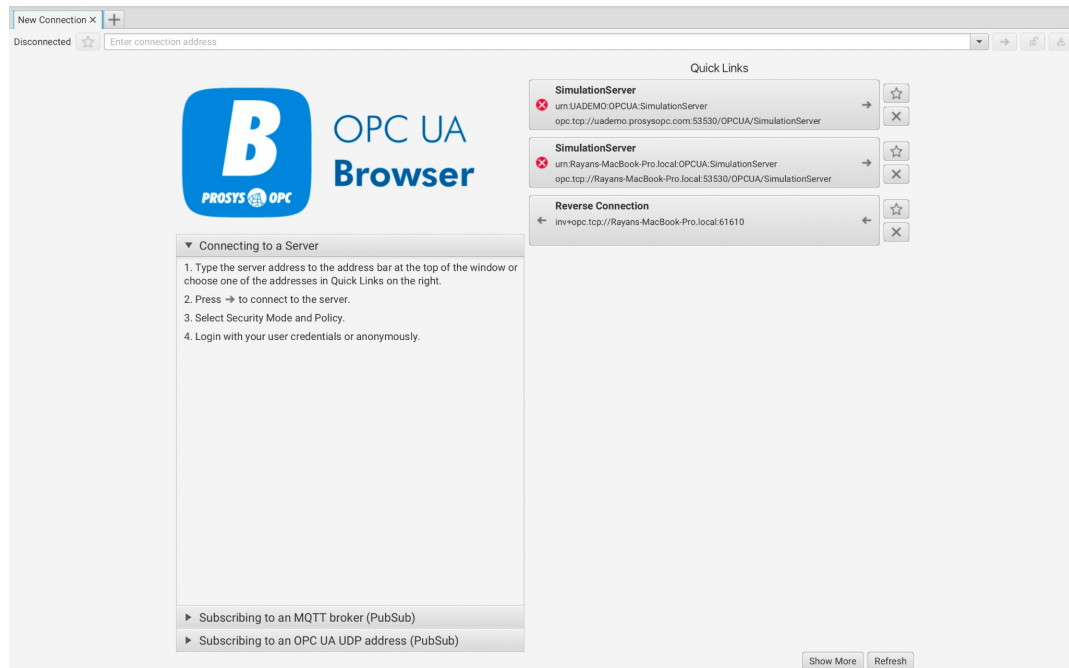
User Experience: Competitors often have cluttered or unintuitive interfaces. Rayan Platform can focus on a clean, modern design with guided workflows.
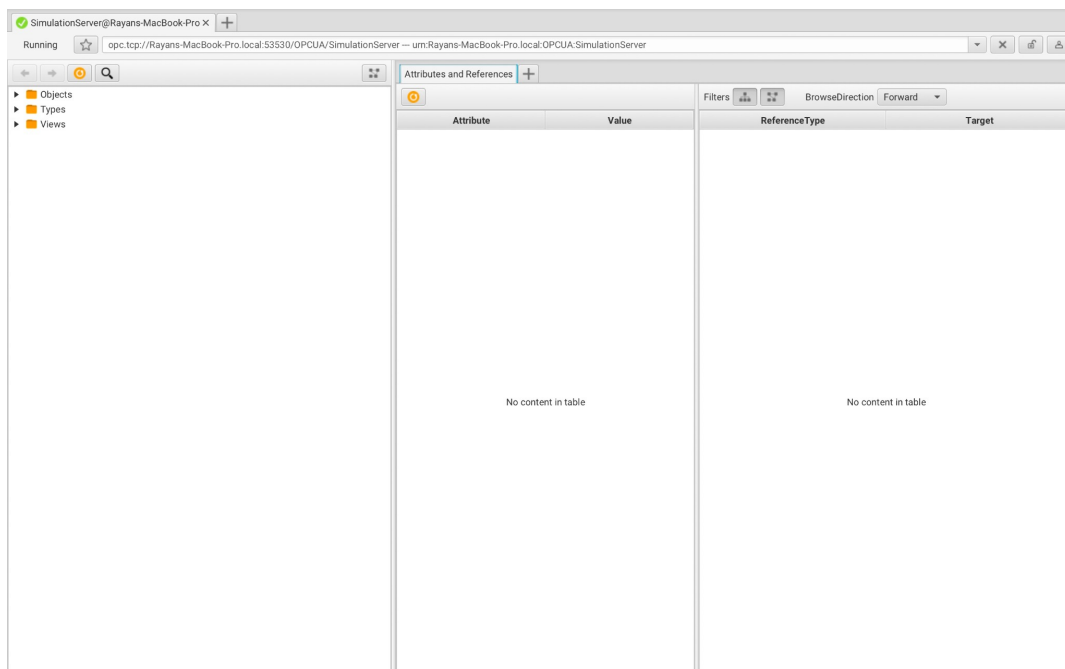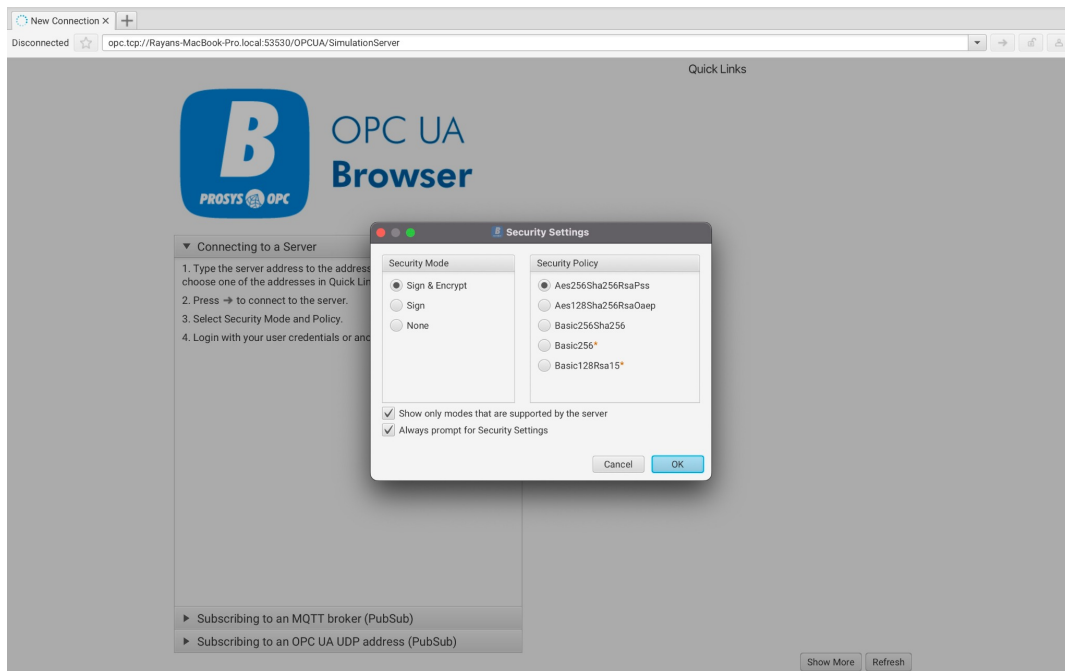
Connectivity: Competitors sometimes fail to connect easily due to strict security defaults. Rayan Platform can provide smart auto-configuration and troubleshooting tips.

Value-added Features: Beyond browsing, Rayan can integrate AI-driven anomaly detection, automated report generation, and predictive maintenance insights.

Collaboration: Offer multi-user dashboards, version-controlled configuration, and easy export/sharing – features competitors lack.

Screenshots (Competitor Reference)

▶ 📁 Objects
▼ 📁 Types
  ▶ 📁 DataTypes
  ▶ 📁 EventTypes
  ▶ 📁 InterfaceTypes
  ▶ 📁 ObjectTypes
  ▶ 📁 ReferenceTypes
  ▶ 📁 VariableTypes
  📁 Views

Attributes and References   +

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ReferenceType	Target

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▶ 📁 Types
  ▶ 📁 DataTypes
  ▶ 📁 EventTypes
  ▶ 📁 InterfaceTypes
  ▶ 📁 ReferenceTypes
  📁 Views

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ReferenceType	Target