

Criteria	GraceSense IIoT Vibration Monitoring	ATS Industrial Vibration Analysis
Monitoring Approach	Continuous, real-time monitoring using wireless vibration sensors. Direct integration into the customer's systems (cloud or PLC/SCADA/DCS).	Continuous monitoring with subscription-based services managed by ATS reliability engineers who analyze and report data.
Data Ownership	Customers own the sensors and the data , enabling full control and direct access without ongoing fees for analysis or upgrades.	Data is owned by ATS, and customers rely on ATS for reports and prescriptive maintenance actions.
Integration Options	Flexible: Data can be stored in the cloud , integrated with PLC/SCADA/DCS systems , or both simultaneously. Native integration with Rockwell Studio 5000.	Data is transmitted wirelessly to ATS systems for analysis. Limited integration options for direct use with customer infrastructure.
Alerts & Insights	Customers receive customizable, real-time alerts directly, enabling immediate action. Alarm thresholds are configurable and can be refined with Grace's support.	ATS sends prescriptive actions to customers based on their analysis. Alerts are provided via email, phone, and text, but depend on ATS for interpretation.
Ownership Cost	One-time hardware purchase with flexible payment plans and a 3-month guarantee for risk-free evaluation. Customers avoid subscription fees.	Low monthly subscription fee includes hardware, analysis, upgrades, and replacements. Upfront costs are reduced but require ongoing payments.
Installation & Deployment	Magnetized wireless sensors with simple, tool-free installation. Grace FAEs support deployment, ensuring smooth installation and training.	ATS installs sensors without requiring downtime. Installation is fully managed by ATS, requiring no internal resources from the customer.
Power Source	Sensors are battery-powered (6–8 years of typical use) or can be hardwired. Gateways require 24V DC or 110/120V power.	Sensors are battery-powered with battery replacement included in the subscription fee. No external power is required.
Scalability	Scalable across multiple sites and assets, with no dependency on external services. Customers can independently expand the system.	Scalable but relies on ATS engineers and services, limiting customer independence.
Flexibility	Wake-on-trigger technology monitors intermittent-use equipment, saving battery life and reducing unnecessary monitoring.	Sensors continuously monitor equipment but lack wake-on-trigger functionality, potentially reducing efficiency for intermittent-use assets.
Support Model	Grace provides remote and onsite support through Field Application Engineers, with ongoing customer training and troubleshooting.	ATS handles all maintenance and analysis, including weekly reports and ongoing system updates. Customers are fully reliant on ATS for insights and support.

Key Selling Points for GraceSense Against ATS:

1. **Data Ownership & Independence:**

GraceSense provides customers full ownership of the hardware and data, eliminating reliance on third parties for access or analysis. ATS retains data ownership, requiring ongoing fees for access and insights.

2. **Integration Flexibility:**

GraceSense integrates seamlessly with customer infrastructure (cloud, PLC, SCADA, DCS), including **Rockwell Studio 5000**. ATS solutions primarily rely on proprietary systems for analysis and reporting.

3. **Cost Transparency:**

GraceSense offers one-time hardware costs with **flexible payment options** and no hidden fees. ATS's subscription model lowers upfront costs but requires indefinite payments, which can add up significantly over time.

4. **Wake-on-Trigger Efficiency:**

GraceSense's **wake-on-trigger functionality** conserves battery life for intermittent-use equipment, making it ideal for variable-load applications. ATS lacks this feature, leading to continuous monitoring even when equipment isn't operating.

5. **Customer Independence:**

GraceSense empowers customers to scale their systems independently, while ATS customers are tied to ATS resources for installation, analysis, and expansion.

How to Sell GraceSense Against ATS:

- **Ownership & Cost:** Emphasize that customers keep the system and data with GraceSense, avoiding subscription fees. ATS's subscription model includes hardware but ties customers to ongoing costs.
- **Real-Time Access:** Highlight that GraceSense delivers **instant alerts and insights**, enabling plant-floor engineers to act immediately without waiting for ATS analysis and reports.
- **Integration Flexibility:** Point out GraceSense's compatibility with Rockwell Studio 5000 and other industrial control systems, while ATS relies on standalone systems.
- **Efficiency for Intermittent Assets:** Stress GraceSense's **wake-on-trigger** capability, which optimizes monitoring for assets that operate periodically.
- **Scalability:** Position GraceSense as a scalable, independent solution that can grow with customer needs without reliance on external engineers or subscriptions.