

GraceSense vs AssetWatch

Criteria	GraceSense IIoT Vibration Monitoring	AssetWatch Vibration Solution
Ownership & Cost Structure	Hardware ownership with one-time purchase cost and flexible payment options. No subscription required. Customers own all data and equipment.	Subscription-based model with no upfront capital expense. Customers pay one low monthly price but do not own the equipment or data.
Integration Options	Fully integrates with PLC, SCADA, DCS systems , and/or cloud storage. Native compatibility with Rockwell Studio 5000 for seamless system integration.	No integration with existing control systems required. Data is managed through AssetWatch's cloud-based platform , with no local control.
Data Ownership	Customers retain full control of their data , accessible in real-time via Grace's dashboard or directly through integrated systems.	AssetWatch retains control of data. Customers rely on AssetWatch's platform and Condition Monitoring Engineers (CMEs) for access and analysis.
Alerts & Insights	Provides real-time alerts with customizable alarm thresholds. Customers can refine thresholds with Grace's support to minimize unnecessary alerts.	Alerts are analyzed by CMEs and prescriptive actions are communicated to the customer. Alerts prioritize anomalies and provide actionable next steps but rely on AssetWatch's analysis.
Monitoring Approach	Continuous real-time monitoring using wireless sensors. Wake-on-trigger functionality optimizes monitoring for intermittent-use assets.	Continuous monitoring with proprietary AI algorithms to detect anomalies. Alerts are prioritized by risk level and managed through AssetWatch's dashboard.
Installation	Wireless sensors with magnetized mounts allow for simple, quick installation. Grace FAEs provide onsite support to ensure proper deployment and training.	Professional installation by AssetWatch team (up to 200 sensors in a day). No local IT or engineering support required.
Power Source	Sensors are battery-powered (6–8 years of typical use) or can be hardwired. Gateways require 24V DC or 110/120V power.	Maintenance-free wireless sensors use a proprietary power setup and are covered under the subscription plan, including lifetime warranty.
Scalability	Scalable across multiple sites and assets. Customers can independently expand the system as needed, without additional subscriptions.	Scalable through the AssetWatch platform, but tied to subscription-based pricing. Requires AssetWatch engineers for expansion and setup.
Support Model	Includes remote and onsite support from Grace FAEs for installation, training, and troubleshooting. Customers maintain control over system operation.	24/7 monitoring and support from a dedicated CME , who provides ongoing analysis and works with the customer to resolve issues.
Trial & Guarantee	3-month product guarantee and flexible payment plans allow customers to evaluate the system risk-free.	30-day risk-free trial for \$199, covering up to 200 sensors. Subscription includes equipment, installation, and service.
Key Features	Wake-on-trigger functionality for intermittent-use assets saves battery life and optimizes monitoring. Full integration with existing systems offers local and cloud control options.	AI-powered platform with risk-based anomaly prioritization. CMEs handle data analysis and provide prescriptive guidance to customers.
Use Case Fit	Ideal for customers seeking system ownership , real-time data access, and direct integration with their operational infrastructure.	Best suited for customers looking for outsourced monitoring services with minimal internal resources required.

Key Selling Points for GraceSense Against AssetWatch:

1. **Ownership and Independence:**

GraceSense allows customers to fully own their hardware and data, while AssetWatch ties customers to ongoing subscriptions and outsourced analysis.

2. **Integration Flexibility:**

GraceSense integrates seamlessly with local PLC/SCADA/DCS systems and **Rockwell Studio 5000**, providing both local and cloud control options. AssetWatch operates solely on its proprietary cloud platform, limiting integration with existing infrastructure.

3. **Real-Time Data Access:**

GraceSense provides instant data availability with **customizable alarm thresholds**, empowering engineers on the plant floor to take immediate action. AssetWatch customers rely on CMEs to analyze and report on anomalies, which can introduce delays.

4. **Cost Transparency:**

GraceSense offers a one-time hardware purchase with flexible payment options and no hidden fees. AssetWatch's subscription model includes equipment and services but results in higher cumulative costs over time.

5. **Monitoring Efficiency:**

GraceSense's **wake-on-trigger functionality** optimizes monitoring for intermittent-use equipment, reducing unnecessary data collection and conserving battery life. AssetWatch continuously monitors assets, which may not be efficient for all applications.

How to Sell GraceSense Against AssetWatch:

- **Highlight Ownership:** Emphasize that GraceSense eliminates subscription costs and gives customers full control over data and hardware.
- **Promote Integration Options:** Showcase GraceSense's ability to integrate directly with existing systems, providing more flexibility than AssetWatch's proprietary platform.
- **Discuss Real-Time Insights:** Position GraceSense as a solution that provides **instant alerts** and actionable insights without the need for third-party analysis.
- **Stress Long-Term Cost Savings:** Explain how GraceSense's one-time purchase model offers better ROI over time compared to AssetWatch's ongoing subscription fees.
- **Address Customer Control:** Present GraceSense as a scalable, independent solution that empowers customers to expand their systems without external dependencies.