

TECHNOLOGICAL SOLUTIONS FOR THE MANAGEMENT OF PROJECTS AND CLIENTS IN THE CERAMIC INDUSTRY

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1. DESCRIPTION

ArchiAnalytics is an SaaS (software as a service) cloud-based web application developed with the aim of the organized, centralized and systematized management of the "prescription" / recommendation process and selection of ceramic materials.

The application obtains and represents **information in real time regarding prescription operations of projects. This helps users make better decisions** based on statistical arguments.

2. DIFFERENTIATING CHARACTERISTICS

- We stand above in terms of database design and structure.
- The filtering system and the information filtering algorithms.
- Design and operation of the intelligent alert and incident system.

Difficult to reproduce: the internal design of a relational database and the filtering algorithms used would require a reverse engineering process, which means that in a market where competitors compete for the same clients, the competition must invest in significant resources (time, money, personnel, etc.) in an attempt to imitate them.

3. COMPETITIVE ADVANTAGES

Currently, there are alternatives such as business management systems and office suites, but there is **no specific single solution** that centrally manages the prescription process of a ceramic project.

4. VISION AND MISSION

The vision of archiAnalytics is that this software becomes a **reference platform capable of managing and organising massive amounts of data**. The idea is to become a state-of-the-art business management software, which facilitates management of massive amounts of data in real time, providing highly valuable statistical analysis to companies, thus **enabling managers and directors to make better and quicker decisions**.

The mission of archiAnalytics is to transform the data generated on a daily basis through a company's operations into that company's asset. The idea is **to add value to "underutilized or inaccessible" data**, therefore relevant data must be distinguished from irrelevant and then exploited using precise analytical techniques within the shortest time possible.

5. REASONS AND OPPORTUNITY

The ceramic industry must be digitized. Most manufacturers are still using spreadsheets for internal management operations, and continue to use twentieth century technology, thus achieving twentieth century results. New technologies such as ERP, CRM, Business Intelligence, Big Data and Machine Learning may be employed to transform the entire management system of a ceramic manufacturer into a centralized system, with all that this entails.

- Our product solves mismanagement of information, as well as transfer and update.
- Loss of productivity.
- Loss of projects and clients.

6. ADVANTAGES OF THE TECHNOLOGY USED

- IAAS (Infrastructure as a service). Provides cloud service, developed within a **web architecture, which interacts with a centralised database** while facilitating **management and collection of value project data in real time**, for ceramic manufacturers.
- Very simple interface; it may be displayed on desktop screens, tablets and mobile devices; full access to information in real time, compatibility.
- No installation and maintenance required.
- Immediate access and security of data.
- No purchase and maintenance of technological infrastructure required. No space is needed to house servers, devices will not become obsolete, data guarantee in the event of catastrophes, etc.

7. COMPETITIVE ADVANTAGES

- Design and structure of database
- **Filters and filtering algorithms**
- **Intelligent alert and incident system**
- **Technological cloud infrastructure.**