

MINSAIT LAUNCHES PHYGITAL, ITS INNOVATIVE PROPOSAL TO CONNECT THE PHYSICAL AND DIGITAL WORLDS AND CONTRIBUTE TO THE PLANET'S SUSTAINABILITY

- **Its aims are to optimize physical operations with digital technologies to make them more effective, transform the interaction of companies with their customers and contribute to the sustainability goals through the reduction of their environmental impact**
- **Minsait combines the experience and capabilities required to undertake the “phygital” transformation of its customers on a global scale, with more than 800 specialized professionals, a consolidated range of proprietary solutions with more than 18 Gartner mentions, a powerful ecosystem of partners and testimonials in more than 45 countries**
- **The company’s transformation projects bring tangible benefits, including broader penetration of renewable energies, greater efficiency and profitability of industrial assets, optimization of waste recycling and improvements to public services**

Madrid, March 2, 2022.- Minsait, an Indra company, has announced the launch of Phygital, its innovative proposal for comprehensive solutions for connecting the physical and digital worlds (OT/IT) in five priority areas: infrastructure operations, asset management, manufacturing and logistics, cities and territories and sustainability and customers.

Its aims are to improve the efficiency, profitability and flexibility of operations involving all kinds of assets, products and physical infrastructures, to transform the interaction of companies with their customers and to contribute to numerous aspects of sustainability goals related to reducing the carbon footprint, the circular economy and social impact.

Minsait’s Phygital proposal is also based on the company’s key technical practices, such as data analytics and artificial intelligence, user experience, architectures and platforms, the Internet of Things (IoT) and geospatial technology and mobility.

“Phygital is a strategic vector for Minsait’s growth, created in response to the rapid transformation that the management of the physical world is undergoing through digitization with a focus on three trends: the disappearance of the barriers between IT and OT, the exponential growth of connectivity and the capacity for data analytics by means of Artificial Intelligence and the transformation of value chains with the increasing influence of sustainability”, stated Leonardo Benítez, director of Phygital at Minsait.

Thanks to the introduction of digital technologies in the management of the physical world, Minsait offers advanced real-time control and monitoring systems that permit the efficient operation of critical infrastructures and drive the energy transition towards a decarbonized economy through the implementation of smart metering and distributed energy resource management solutions. It also facilitates the management of all kinds of concentrated, linear and distributed assets with artificial intelligence and digital twin technologies to reduce incidents and increase their useful lives.

Other areas covered by Phygital include location and traceability technologies to improve the efficiency of supply chains and the safety of people, energy management and water cycle improvement solutions to reduce the impact of operations on the environment and the implementation of platforms to facilitate the integrated and smart management of public services and economic activities such as tourism and agriculture.

To support its customers throughout this transformation, Minsait can rely on an innovative array of products marketed under the Onesait brand with 18 Gartner mentions, a powerful ecosystem of partners to support the company’s global growth strategy and more than 800 specialized professionals.

Minsait is reinforcing this product range with end-to-end management and operational capabilities and in-depth sectoral knowledge as a strategic technological partner for customers in different sectors, including financial services, energy, telecommunications, industry and public authorities in more than 45 countries. The company has accumulated 120 success stories in the field of smart cities and territories, more than 10,000 companies are connected to its vertical ecosystems and innovation initiatives in Industry 4.0 and more than 120 million people are managed by its technology for utility companies.

Pioneering projects with an impact

Minsait has pioneering “phygital” transformation success stories with highly positive impacts on the income statements and sustainability of companies and public authorities in areas such as the circular economy, the energy transition, Industry 4.0, tourism and citizens’ quality of life.

This is the case of Smart Waste, the management system that’s being developed as a co-innovation partner of Ecoembes in order to improve and optimize waste collection and sorting throughout the country. Among other benefits, it can adapt the frequency of the collections and the routes each truck has to take to reduce costs and emissions, distribute the containers in accordance with the needs of each area and adapt the citizen awareness campaigns.

Minsait is also undertaking high-profile projects to promote the use of renewable energies and increase the profitability and efficiency of energy facilities. These include the monitoring system implemented by the AXPO energy group in Switzerland to improve the performance of more than 130 wind farms located in 9 European countries and the project for the Electricity and Water Authority of the Kingdom of Bahrain, where the company’s solutions are improving the management of its customers and the maintenance of its assets.

In the field of smart cities and territories, Minsait has developed a European smart city management platform with pilot projects to contribute to overcoming challenges such as reducing pollutant emissions and improving air quality in Helsinki and measuring the comfort index in Antwerp so as to promote the activity of local commerce. It’s also the technological partner in the *Cáceres Patrimonio Inteligente* (Smart Heritage) project, an initiative that will increase the number of visits to the city by 6% and overnight stays by 12% and manage cultural heritage more securely and efficiently to accelerate economic recovery.

Phygital’s pledge to innovation and development is one of its hallmarks. In this regard, we should also highlight the IA4TES research project financed by the Next Generation EU Funds, in which Minsait is Iberdrola’s main partner for the development of artificial intelligence (AI) technologies to accelerate the energy transition.

About Minsait

Minsait (www.minsait.com) is Indra's leading company in digital transformation and Information Technologies. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its offering on high-impact value propositions, based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus. Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

About Indra

Indra (www.indracompany.com) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defense markets, and a leading firm in digital transformation and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2021 financial year, Indra achieved revenue of €3.39 billion, more than 52,000 employees, a local presence in 46 countries and business operations in over 140 countries.