

**M**ost of us are not searching for new devices but simpler ways to live or engage ourselves. While there are several paths to a solution here, none goes all the way. Devices should resolve problems that we know we have and do so in ways we comprehend. Smarter Living isn't about what is possible but what is useful and valuable.

Anyware Solutions is one of the best companies providing smarter living choices to customers across the globe. Anyware Solutions' vision is rooted in acknowledging that most private consumers and homeowners/tenants remain unengaged in digital solutions for the Smart Home. The reason is that Smart Home is typically being offered as a technology gadget, which appeals to only 1 in 6 consumers.

It is an industry problem, but the implication is that relevant technology to feel safe and secure, save energy and prevent damage to homes and other buildings is not being adopted by most people.

Anyware Solutions addresses this problem by offering Smarter Living as a Service and not a tech gadget to the homeowner/Xtenant who wants a plug-and-play solution to solve a specific need without having to nerd around with devices. With Anyware Solutions' meaningful, ready-touse Smarter Living services for existing homes, users can start the digital journey today and adapt the solution to changing needs over time – this includes peace of mind for elders living alone in existing homes and their informal caregivers with Anyware Solutions' new and visionary remote care monitoring solution.

### In conversation with Morten Bremild, Founder and CEO of Anyware Solutions

#### *What are Anyware's vision and mission?*

Anyware's vision and mission is to democratize eldercare and make it accessible for everyone by disrupting the delivery model and take point of departure in Smart Home technology.

In Europe, every third person above 65 years of age lives alone. Most of them have no or limited institutional care support to live independently. Consequently, their family members typically become the primary informal caregiver, but they are not at all supported with digital solutions and HealthTech like institutional and professional caregivers. On the contrary, because they are not the 'patient' and their contribution is preventive (i.e., often there is still no official accident or diagnosis for the older adult), the informal caregivers are not considered or acknowledged in the healthcare systems.

This is not the way to solve the lack of resources in the institutional healthcare system with prospects of a growing aging population everywhere. Instead, we should embrace the informal caregivers and digitally support their contribution, as it has a huge societal impact.

But even if we acknowledge this, most of the HealthTech in the market today are specialized and medical-grade products, which require the institutional healthcare system to deliver them. Then we are back at the

'reactive sick care' starting point. And this is essentially the problem Anyware addresses: To provide a non-medical, preventive, and affordable digital eldercare solution to informal caregivers, enabling them to support their older parent living independently with non-obtrusive remote care monitoring.

The unique solution design allows Anyware to innovate the 'delivery model' by enabling (health) insurers to offer Remote Care Monitoring as a value-added service to their customers with older parents living alone. In collaboration with (health) insurers, Anyware aims to disrupt and democratize the eldercare system so that seniors can stay longer and independently in their own – not home but – SMART home.

#### *Why did you choose this business arena?*

Our healthcare systems are not working. They are reactive 'sick care' systems incapable of embracing digital solutions due to inherent and systemic dysfunctions. In terms of eldercare, the institutional system is broken or, at best, for the few seniors lucky enough to receive care support but unfortunate enough to do it because they have been hospitalized or diagnosed with an illness. However, most seniors, many of whom are healthy and active but still feel unsafe about living alone because no one would know if they needed help; there is no preventive eldercare system.

So, we need to rethink 'eldercare' and the concept of 'digital solutions'—mainly, how we deliver them to users.

We do not need more technology.

We need a more innovative and more collaborative value chain to deliver the technology as a value-added service when it is relevant to the user.

Anyware is uniquely positioned to capture this opportunity and drive technological innovation based on its existing patented and award-winning IoT-as-a-Service technology platform.

***Elaborate on Anyware's value proposition and shed light on Anyware's services.***

Anyware is leveraging the strengths of its end-to-end IoT-as-a-Service platform to enable (health) insurers, real estate owners, and healthcare providers to create personalized customer touchpoints and upsell digital value-added Smarter Living and Remote Care Monitoring services to their customers.

Through the Anyware App™, which can be offered as a white-labeled solution to the partner, the customer gets pre-configured, ready-to-use digital services

for everyday routines such as burglar prevention, indoor climate monitoring, and remote care monitoring of the older relative.

The Anyware App™ unlocks specific functionality based on an in-app product code concept that allows users to adapt and upgrade the services as their needs change. In the app, the user subscribes to the use of the different services. The partner often pays the Anyware Services™ subscription as a 'customer engagement' and/or 'customer acquisition' initiative.

In a parallel 'device sales' business model, Anyware sells the new Anyware Sense™ multi-sensor device to system integrators and real estate owners in projects for offices, schools, nursing homes, etc., with an API and dashboard solution for Building Health and Space Analytics.

***How are your products different from your competitors?***

Anyware enables non-medical companies such as (health) insurers

with access to the active elderly living alone and their informal caregiver to offer Anyware as a plug-and-play, non-medical and non-age stigmatizing Smarter Living solution with Remote Care Monitoring service upgrades.

The point of departure in the Smart Home market positions Anyware uniquely to disrupt the current 'sick care' industry with a new preventive and inclusive digital eldercare solution based on a proven, patented, award-winning, and affordable IoT-as-a-Service technology platform.

Additionally, Anyware uniquely supports the customer's digital journey over time as needs change with in-app service upgrades based on the retrofit plug-and-play IoT sensor devices. They come with pre-configured, ready-to-use digital services for Smarter Living and Remote Care Monitoring. They are designed to add value as a bundled product/service from partners in (health) insurance, real estate, and healthcare.



**Enabling homeowners and tenants worldwide to enjoy digital Smarter Living**

Morten Bremild is the CEO and Founder of Anyware Solutions. Morten has 20+ years of international experience within the Consumer IoT/Smart Home/Energy industry from companies like Schneider Electric and PassivSystems. Morten holds an Executive MBA and a Graduate Diploma in Economics and International Business.



*Morten Bremild  
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