# Avassa drives industrial innovation with application-first approach



Avassa, a company established in 2020, is making significant strides in industrial innovation, particularly within the retail and industrial sectors. As the industrial segment undergoes a significant transformation, there is a noticeable shift in software operations from proprietary operating systems to fully containerized, Linux-based IoT applications. This transition stems from a growing demand for seamless offline operations combined with heightened security threats, prompting the need for advancements in next-generation, software-driven IoT solutions.

With a pronounced focus on the industrial space, Avassa is addressing an increasing need for comprehensive and secure infrastructure to manage industrial edge applications. According to Amy Simonson, Head of Marketing at Avassa, “For enterprise-sized industrial companies, it’s more the rule than the exception to run software close to data sources, often in resource-constrained, and at times, offline industrial edge environments.” The demands placed on edge infrastructure in these settings share remarkable similarities with those in other enterprise sectors, yet the rate of technology adoption in industrial environments is accelerating.

The company's industrial strategy largely concentrates on manufacturing enterprises and industrial machinery vendors. Manufacturing firms utilise applications critical to production lines, and Avassa’s platform enhances lifecycle management for systems operating on factory floors, incorporating embedded vision tools and sensor networks. Simonson elaborated, “The industrial market is shifting from single-vendor, siloed solutions to a more IT-driven approach. This trend demands platforms that can manage diverse application workloads, ensure resilience and robust security, and accommodate offline scenarios.”

On the other hand, industrial machinery vendors, which encompass devices from agricultural robots to medical machines, are also key targets for Avassa’s solutions. These machines often operate autonomously in mission-critical environments, necessitating effective application lifecycle management. By utilising Avassa's technology, vendors can shift from static product delivery to a service-oriented approach. A notable example of this is Ekobot, which leverages the Avassa Edge Platform to support robots that autonomously weed onion fields. This initiative relies on continual AI model updates and robust software management to maintain operational excellence.

Avassa’s competitive advantage lies in its platform-centric approach, which offers commercial support with rapid feature delivery and is independent of specific hardware architectures and Linux distributions. Carl Moberg, co-founder and CTO of Avassa, commented, “We’re observing a shift toward platform-like experiences at the edge, even in traditionally conservative industries.” This evolution is congruent with the company's vision and strategies.

The proliferation of AI applications at the edge signifies a shift towards an application-first mindset, as noted by Moberg. He stated, "What interests me about the growing number of AI applications at the edge is that it seems to shift the focus away from the traditional infrastructure-first approach." As industrial enterprises focus on an optimal set of software and hardware components to support specific applications, innovative technologies such as bootable containers become particularly advantageous.

Avassa’s Edge Platform is pivotal in reshaping how industrial companies conceptualise software and infrastructure. By implementing an application-centric model, Avassa is empowering manufacturing firms and machinery vendors to streamline their infrastructure for enhanced efficiency and rapid innovation, breaking away from the limitations of siloed systems. The company is positioned as a vital partner for industrial enterprises aspiring to maintain a competitive edge in an increasingly application-dependent landscape. A free trial of Avassa's edge application management and operations platform is currently available through their online portal.

Source: [Noah Wire Services](https://www.noahwire.com)

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