

OTSAW Digital

Intangibles Disclosure Framework Example Report

This is a brief analysis of OTSAW Digital Pte Ltd (OTSAW)'s Intangible Assets (IA) using the Intangibles Disclosure Framework (IDF).

The IDF outlines principles for businesses to disclose and communicate their IA such as brand value, patents or registered designs in a systematic and comprehensive way.

The disclosure principles in the IDF are anchored in four pillars: Strategy, Identification, Measurement, and Management (SIMM).

August 2024



An Overview of OTSAW Digital

OTSAW is a global leader in advanced robotics technologies and next-generation artificial intelligence.

Founded in 2015 in Silicon Valley, OTSAW has established international channel relationships and direct customers in over 20 countries globally, with more than 800 robots deployed.

With teams stationed across Singapore, Munich, and Boston, OTSAW is pioneering customised robotic solutions for the Security, Logistics, and Cleaning sectors to enhance safety, operational efficiencies, and quality of life.





STRATEGY

Key Competitive Advantage

OTSAW is the world's leading innovative and responsible robotic solutions provider in the Facilities Management industry. They utilise core technologies crucial to autonomous robotics such as: 3D Slam/Mapping, Autonomous Driving, Sensor Fusion and AI & Machine Learning to forge workflows that maximise efficiency without sacrificing safety or quality.

OTSAW has a strong research initiative to continuously develop cutting-edge technologies that will meet the needs of the future.

Alignment of IA and Business Strategies for Value Creation

OTSAW's IA strategy is aligned with their overall business strategy to ensure sustainable value creation. For instance, there are established processes and practices to safeguard core IA and IP. New products (e.g. Camello+, Transcar T5.0, & O-R3+) are protected with an underlying portfolio of IP rights.

There is also deep collaboration with universities and institutes of higher learning to develop new technologies and to work with the next generation to instill a passion for robotics.



IDENTIFICATION	MEASUREMENT
<p>Key Intangibles</p> <p>Technology</p> <p>Core technology software:</p> <ul style="list-style-type: none"> • 3D SLAM/ Mapping • Level 5 Autonomous Driving • Artificial Intelligence & Machine Learning • Sensor Fusion and Fleet Management Software <p>Confidential industry secret:</p> <ul style="list-style-type: none"> • Hardware design • Software systems (outdoor navigation software and fleet management for healthcare) • Internal processes and framework (design consideration, design and review processes, and knowledge control) 	<p>Metrics and Drivers</p> <p>Numbers of registered patents and designs:</p> <ul style="list-style-type: none"> • 3 design patents • 1 software patent
<p>Human capital – Comprehensive team to support continuous R&D</p>	<p>Specialists:</p> <ul style="list-style-type: none"> • 21 Researchers • 7 Service Engineers • 6 Project Engineers • 21 Skilled Technicians <p>Retention rate: 2 – 3 years (No layoffs despite Covid and economic instability post-pandemic)</p>



Key Intangibles	Metrics and Drivers
<p>Marketing –</p> <p>TREX trade mark</p> <p>OTSAW brand name</p> <ul style="list-style-type: none"> • Featured in multiple news outlets such as The Straits Times, Reuters, Markets Insider, and Asia One • Deputy Prime Minister Heng Swee Keat officiated OTSAW’s opening ceremony in 2022 • Joint venture with Swisslog Healthcare - combining international competency in robotics & healthcare. 	<p>Media presence</p> <p>Over 1,200+ media publications and counting</p> <p>Awards</p> <ul style="list-style-type: none"> • Safety & Security Asia 2018 - Merlion Award Winner • Singapore Security Industry Award 2019 • Mobile Robot Guide – Technology Innovator Award • Technology Excellence Award 2021 • 2022 Winner of Virtually Unlimited Designer Category • Entrepreneur of the Year Award 2022
<p>Customer</p> <ul style="list-style-type: none"> • Global network of customers • Majority market share of operational Singapore government hospitals • Strong portfolio of clients 	<p>Number of hospitals involved with globally: >50</p> <p>Number of operational Singapore government hospital customers: 8 (80% majority share)</p> <p>Key clients: IMDA, PUB, Changi Airport, SMRT</p>
<p>Contract Global network of partner distributors</p> <p>Through effective channel management, OTSAW can streamline logistics, improve product availability, and ensure efficient delivery to customers. This reduces time-to-market and enhances the overall customer experience.</p>	<p>Global partner distributors:</p> <ul style="list-style-type: none"> • Asia - 8 • North America - 4 • Oceania - 2 • Europe - 2



MANAGEMENT

OTSAW has a robust system of managing their intangible assets. A **Management Committee**, overseen by the Senior Management team, identifies, assesses, and manages the risks and opportunities of its intangibles. External law firms are engaged to support this.

IP management activities undertaken include:

- Clear processes for drafting, filing, and renewal of IP
- Robust review of agreements such as non-disclosure agreements, distribution agreements, introducer agreements and leasing agreements
- Strong brand management, including active monitoring and enforcement



Find out more about the Intangibles Disclosure Framework [here](#).

Published by Intellectual Property Office of Singapore

This report was prepared with reference to the Intangibles Disclosure Framework, as part of the [WIPO-IPOS IP for Innovation Awards 2024](#).