



Juanjo Apothecary

MICROCOM GENERAL MANAGER

Microcom is a private equity company founded in 2003 with a mission of providing solutions for remote monitoring and control. With more than 18 years of experience in the market, the company has developed a solid line of products and a range of value-added services that, in their together, they form an attractive solution for monitoring remote focused on the professional and industrial sectors. We chat with Juan José Boticario, Manager of the company, about business, future, and technology for the water sector.

To start we would like you to talk to us about Microcom, how was the company born? which is the company's philosophy, objectives and activity sectors?

In 2002 my partner and I wanted to undertake the project together leveraging your experience in design and mine in production. A simple handshake started the project, although it was not until a year later, in 2003,

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when we formalize the society. Our beginnings were unusually modest, essentially the two of us and the €3,000 that we collected to create the company. From the first moment, we were clear that remote control and telemetry based on mobile networks was a market with great potential and that was well suited to what we knew how to do. In the analysis we carried out at that time, we detected that existing products were excessively complex. From this came one of Micro com's most important values: simplifying remote monitoring. Almost 20 years later, this philosophy is still fully valid and has been and is essential in our success story.

Today, we enjoy the trust of the main act in the water sector in Spain, Portugal and Latin America, in addition to a large presence in the most diverse industries: energy efficiency, industrial and commercial refrigeration, the agriculture and food, etc. Naturally, the organization has grown significantly: In 2017 we moved to our current facilities, where we have more than 1,000 m2 and there are both the offices as the factory with a complete assembly line automatic of the electronics. Not depending on subcontractors it gives us great freedom, which is being fundamental to the to overcome the current situation in the supply chain.

What milestones would you highlight in your career?

I must start, of course, with the Hermes TCR100, the first Microcom's product developed in 2002 when it was still the company had not been established. To this simple system

transmission of alarms by SMS, different versions followed, expanding its functionality. The next big step was the Nemos LP in 2007, our first datalogger powered by batteries with GPRS communication. At that time, we did everything personally, including installation in manhole. That first experience mano was essential for the dataloggers that came later. In 2010 we launched ZeusWeb, our monitoring platform. free online training, which has turned out to be a complete success and perfectly illustrates our idea of simplifying solutions: a friendly and intuitive interface that allows our customers will be monitoring their system within five minutes of install the equipment. The launch of the Nemos N200 in 2015 is what definitive mind puts us on the map of the water sector. Is the first GSM datalogger with IP68 protection developed and manufactured in Spain of these benefits. The N200 incorporated some Some innovative ideas, such as the demountable antenna concept table, which allows us to place a full-size dipole antenna with excellent performance and, at the same time, the flexibility to place an external antenna when necessary. Other A particularly appreciated idea has been advanced pressure monitoring. Thanks to a very efficient implementation energetically, the Nemos are able to monitor the constant pressure (up to 128 measurements per second) and thus detect water hammer and provide maximum, minimum mos and averages of the registration period. In 2018, after a few years with the N200 on the market, it gives us We realized that in a high percentage of installations only being used for reading a single flowmeter.

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That drives us to develop the Nemos N100, a version simplified version of the N200 optimized for applications in network sectorization. With inputs for two flowmeters and optionally an integrated pressure probe, it offers an efficient unrivaled cacia in the field of sectorization.

The latest major release, this year, is the second generation Nemos N200+, in which we have refined the concept of detachable antenna, giving a robustness to all proof, while we have equipped it with the technologies

communication technologies such as NB-IoT and Cat.M1, both 5G-ready technologies.

How has the business performed? Microcom in recent times?

Since the appearance of COVID in 2019, the subsequent crisis of the supply chain and, more recently, the war of Ukraine, these have definitely been turbulent times. Under these conditions, Microcom's business has increased by 84%, we have strengthened our position in Spain and Portugal, and experienced great growth in the market do Latin American.

I believe that two aspects have been fundamental for this: On the one hand, the great fragmentation of our client base, many small ones in different sectors instead of few large, and on the other, a deliberate search for efficiency in all areas of the company's activity that dunda in a light and resilient structure.

What differential value does a sector leader provide? like Microcom?

We have really been disruptors in this industry: where others strive to provide more and more products complex and expensive, we have gone in the diame direction

trally opposite. Where the classic companies spend huge amounts in commercial representation, we we are committed to a more selective approach and transfer that cost savings to the user. This allows us not only to offer more competitive products, but to provide a service free online monitoring, 5 years warranty and a so top-notch technical support.

What novelties is the company working on? to the next few months? What technology will we see in the future?

We are in the European country with the most water stress. If That wasn't worrying enough, climate change it can only make the situation worse. In this context, enter force the new European royal decree with obligations of Control of water quality for distribution agencies. Microcom is currently working on solutions for help operators meet these demands without losing sight of our values of simplicity and efficiency. The technical challenge is not minor, since we find ourselves with the limitations of a system that, frequently, must be feed on batteries and have a good autonomy. In this aspect, the great flexibility of configuration of our da talogger Nemos N200+ is a great advantage. Another novelty will come from the hand of our online platform

ne Zeus. In the coming months we will present a version renewed with improvements focused on making it even more friendly and easy to use.

Finally, the Hermes M100 family will be expanded with a new model that will have WIFI and Ethernet for those points where it is inconvenient to use the communication mobile or simply want additional redundancy.

We would like to know about an outstanding project in which Microcom has had a role highlighted, could we talk about some recent?

A few months ago we collaborated with Agbar in the development of a network chlorine measurement solution for points without electrical connection and no loss of water. Agbar developed an excellent chlorine sensor for pipe insertion, which highlights by compensating for flow variations and thus provide optimum precision in any circumstance. Once the work on the probe was finished, Agbar was in the need to solve the part of registration and transmission of the data, that is, the datalogger device. to solve this, they trusted our Nemos N200+. The versatility of Nemos N200+ allowed us not only to optimize consumption energy, but to provide it with transmission capacities of advanced alarms and diagnostics. ●

