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# The interview – How ABB are raising the game with XMReality Remote Guidance

We spoke to ABB Power Grid's Eduardo Zuim about how they use XMReality Remote Guidance to take sales and support to the next level.

*ABB Power Grids offers power and automation products, systems, service and software solutions across the generation, transmission and distribution value chain. ABB pioneered HVDC technology more than 60 years ago and is responsible for around half the world's HVDC installed base. ABB is the world's largest maker of transformers and a technology and market leader in high-voltage products and substation solutions, pushing voltages to record levels.*

*XMReality Remote Guidance is a software solution that empowers service and support teams to intuitively guide their customers through voice and gesture, simplifying complex problem resolution.*

## Introduction

Eduardo works out of ABB Power Grid's Sao Paulo office, dealing primarily with the HVDC (High Voltage Direct Current) and FACTS (Flexible Alternating Current Transmission) market. ABB Power Grids Brazil first heard of XMReality's augmented reality-driven solution through ABB Sweden and realized that it had enormous potential within their own region.

## Challenges & Solutions

ABB Power Grids Brazil's first deployment of XMReality's Remote Guidance solution was to a customer in May 2018. Among the various attractions was the ability to use augmented reality glasses, allowing support technicians to 'see what the customer sees' in an intuitive, hands-free format. While Remote Guidance is designed to function seamlessly through a mobile device, with hands-overlay, pointer, and additional guiding tools, this extra hardware functionality was a big selling point for ABB's customers.

A significant proportion of ABB's FACTS division deals with electricity sub-stations – hugely complex industrial installations with myriad switch-gear, screens, and interfaces. Prior to partnering with XMReality, ABB had been restricted to voice only support, reliant upon the customer to explain what they saw in front of them – a challenging job with a huge array of superficially similar hardware. By deploying AR glasses, this was made much more straightforward, reducing the possibility of linguistic or explanatory error.



Eduardo Zuim, Brazil

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*Before XMReality we had voice-only support – we couldn't see what the customer saw. That made it much more complicated to solve problems. It took much more time.”*

## Benefits

Eduardo and his team have noticed huge benefits since deploying the solution. Response times are radically reduced, with two key benefits – not only is there a financial impact for the customer (reduced downtime and increased productivity), but ABB is also able to demonstrate their technological credibility and include the solution as part of their sales value proposition, maintaining their reputation for cutting edge – and reliable – technology.

In addition, it's become possible to provide expert advice and support at times when it might otherwise prove difficult to do so, for example at weekends or outside conventional support hours. As Eduardo remarks, "It's bizarre just how many problems seem to occur on the weekend!"

## What's next

Going forward, ABB Power Grids has ambitious local plans for expansion, highlighting another potential benefit in the Remote Guidance solution. One of the chief barriers to successfully deploying service and support is language – it's often the case that the most qualified expert might be based in, say, Sweden, whereas the technician needing support might be in Brazil. As such, there is potential for a linguistic disconnect, with it being distinctly unlikely that a Swede will have a good grasp of technical Portuguese.

By supplementing the voice interaction with intuitive, visual guidance, it becomes that much easier to identify and solve problems, since the power of hand gestures transcends language.

You can learn more about how hands-overlay technology can help eliminate language barriers at [xmreality.com/how-it-works/](https://xmreality.com/how-it-works/)

XMReality Remote Guidance lets ABB leverage their huge global pool of expertise on a regional and local level, eliminating barriers of distance and language. As Eduardo concludes:

## About XMReality Remote Guidance™

XMReality Remote Guidance is an AR-enabled knowledge sharing tool that lets you communicate with gestures, speech, chat and pointers with someone in a completely different location. It includes:

- A unique hands-overlay technology that lets you guide someone else's hands—as if you were there.
- A web portal to manage teams and users, and to measure usage
- Integration through client-side APIs

## About XMReality AB

XMReality AB (publ) develops and sells solutions that revolutionizes knowledge sharing through augmented reality (AR). The company is a market leader in remote guidance, which uses AR to guide onsite staff and enable them to resolve or prevent problems. XMReality's customers are mainly global industrial companies, including ABB, Siemens Industrial Turbo-machinery, Electrolux and Bombardier. XMReality is headquartered in Linköping, Sweden, and is listed on Nasdaq First North Growth Market (ticker: XMR).

[xmreality.com/abbinterview/](https://xmreality.com/abbinterview/)

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*We have a really good relationship with XMReality – we are really, really satisfied. Good support from the sales team, good, fast response from the technical support team.”*

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*We're having a great time with the tool. The app is easy to handle – easy to explain to customers. The feedback has been really good. The relationship (with XMReality) is in a really good place and there's a lot of potential for market expansion.”*