

XYTE

Servitization Platform



Omer Brookstein, Co-founder & CEO
xyte.io

Founders



Omer Brookstein

Co-founder & CEO
8200 Elite Intelligence Unit Major
Co-founder & former CTO of
Crestron Israel



Boris Dinkevich

Co-founder & CTO
IAF Technology Unit
Co-founder & former CEO of
500Tech



Backed By



Customers

XX

New ARR

\$XX - \$XX

Last three quarters

Founded

2020

Team

26

Located

Mountain View
New York
Tel Aviv

EOY 2023 Target (ARR)

\$XX

(XX customers)

Immediate Pipeline

\$XX

(Weighted: \$XX)

Founders



Omer Brookstein

Co-founder & CEO



Boris Dinkevich

Co-founder & CTO

Board Members



Omer Brookstein

Co-founder & CEO



Roi Bar-kat

Head of Intel Capital,
Israel



Boris Dinkevich

Co-founder & CTO



Haim Sadger

Founding Partner, SCapital
Former Sequoia Partner



Randy Klein

Former CEO & President
Crestron Electronics



Aya Peterburg

Founding and Managing
Partner, SCapital

Backed By



Funding

\$37MM

THE OPPORTUNITY

On the Cusp of an Epic Market Transition

"We're in the process of moving the vast majority of our offerings to consumption and as-a-service."

[Michael Dell, CEO, Dell Technologies](#)



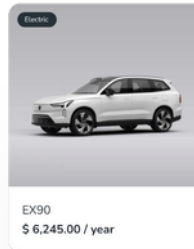
ARR



Excavators



EC380-E
\$ 370.00 / km



EX90
\$ 6,245.00 / year

Premium Plan

\$99.00 / month

"We will accelerate the transition of the majority of our portfolio to be delivered as a service."

[Chuck Robbins, CEO, Cisco](#)



Digital Audio Platform
\$ 140.00 / month

THE OPPORTUNITY

On the Cusp of an Epic Market Transition

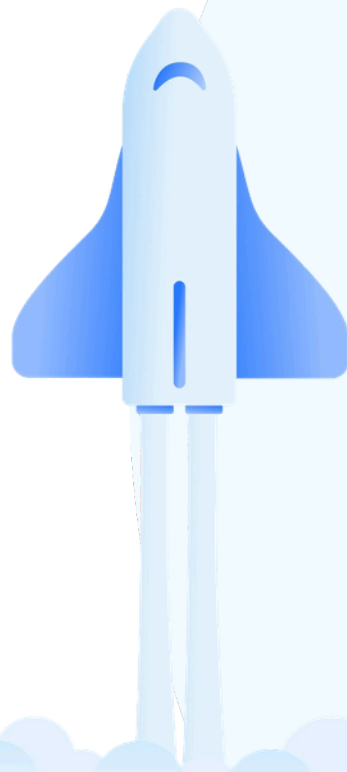
Subscriptions and as-a-Service business models have been the strongest value drivers in tech over the last generation, and this trend is set to continue.

The growth potential for hardware and device manufacturers in switching from one-time product sales to a subscription-based business model is unprecedented.

Industry leaders such as Apple,⁽ⁱ⁾ Cisco,⁽ⁱⁱ⁾ Dell,⁽ⁱⁱⁱ⁾ and others have invested significant resources in developing in-house solutions to drive their as-a-Service business.

Companies without access to these resources require an off-the-shelf platform to keep up with this trend.

- (i) ["Apple Is Working on a Hardware Subscription Service for iPhones"](#)
- (ii) ["Cisco's X Factor: How Chuck Robbins Is Taking Partners into the Future"](#)
- (iii) ["Dell to Make 'All Offerings' as-a-Service"](#)



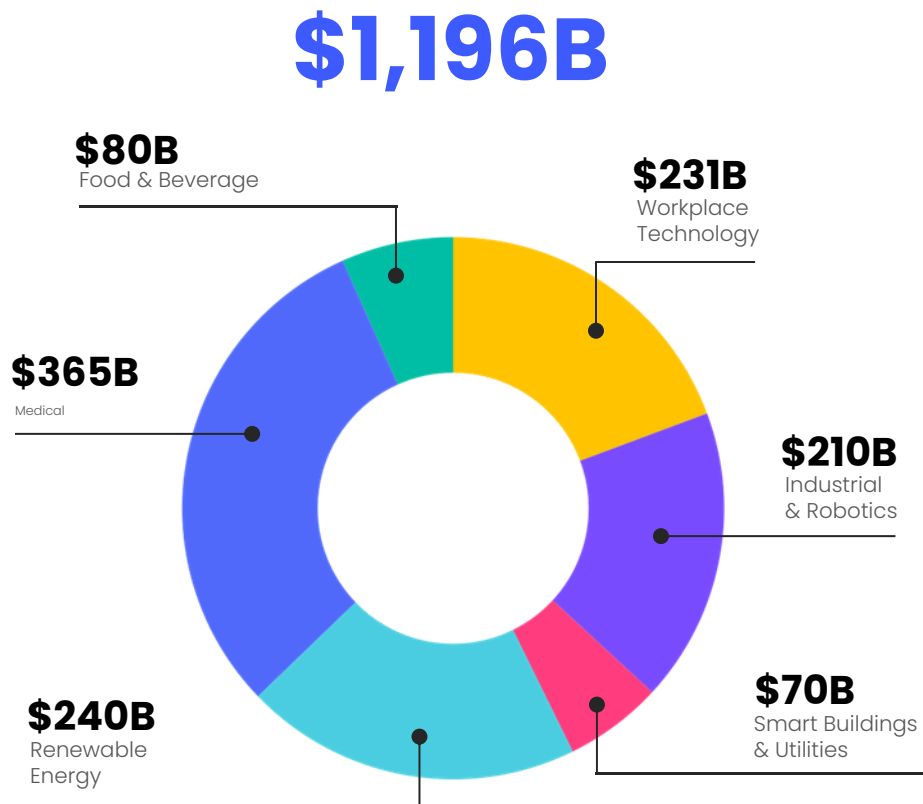
Immense Market Opportunity

Market trends:

Hardware prices are constantly **under pressure**, forcing OEMs to develop new, **high-margin revenue streams**.

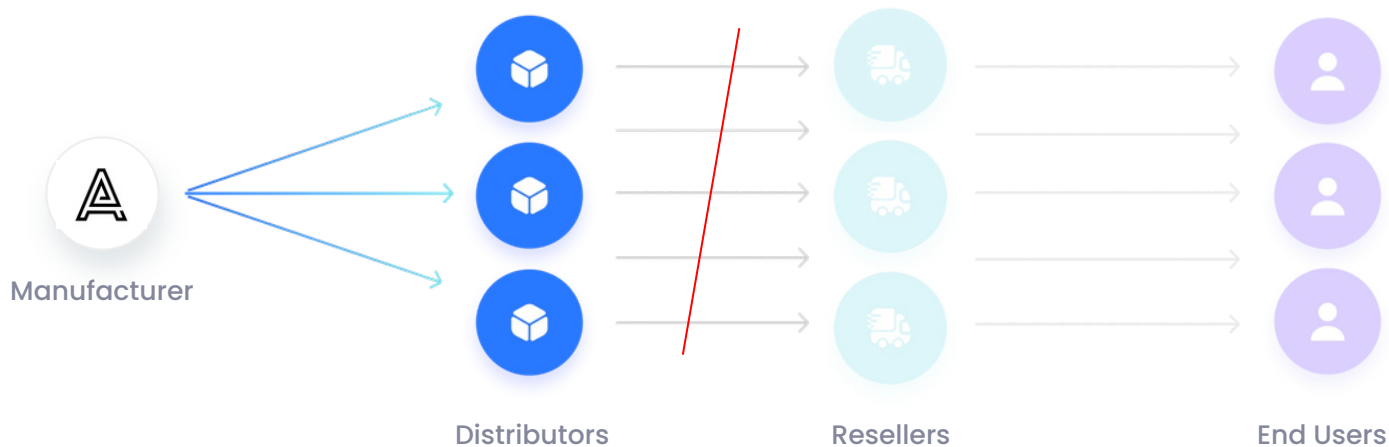
Large OEMs are **committing** to their shareholders to adopt **recurring** and more **predictable subscription-based** business models.

Monitoring/ MSP



THE PROBLEM

Lack of Visibility Makes It Impossible to Develop Recurring Revenue Streams



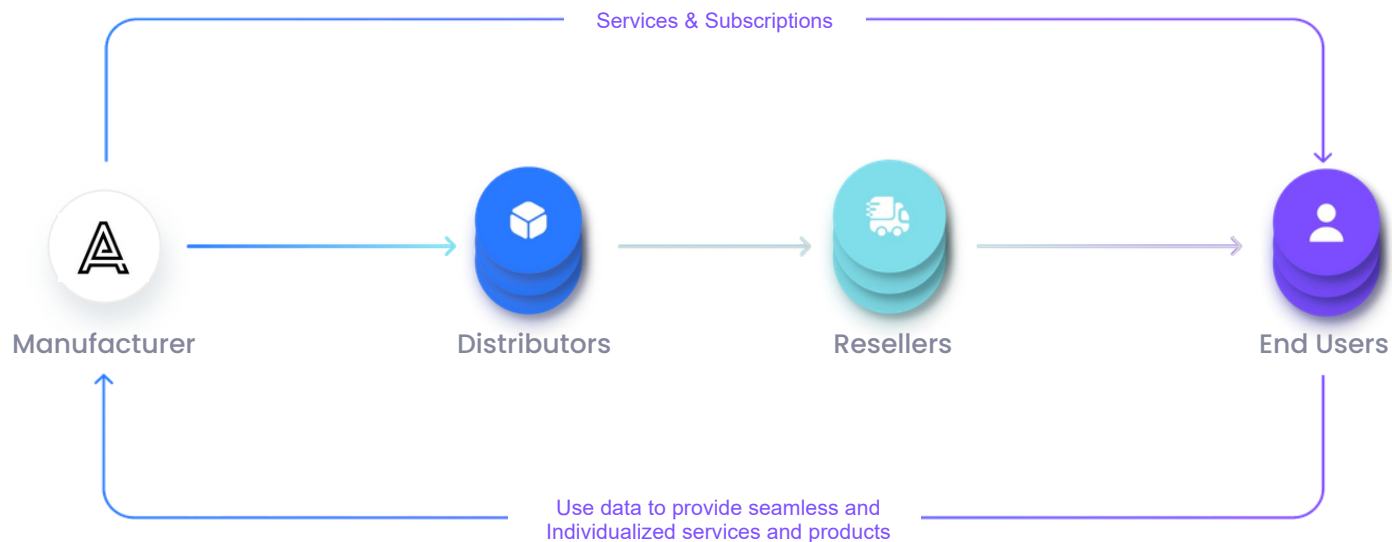
Lose visibility as devices leave warehouse

| No sustainable customer relationship

Impossible to introduce new recurring revenue models

UNIQUE VALUE PROPOSITION

Own the Value Chain, End to End

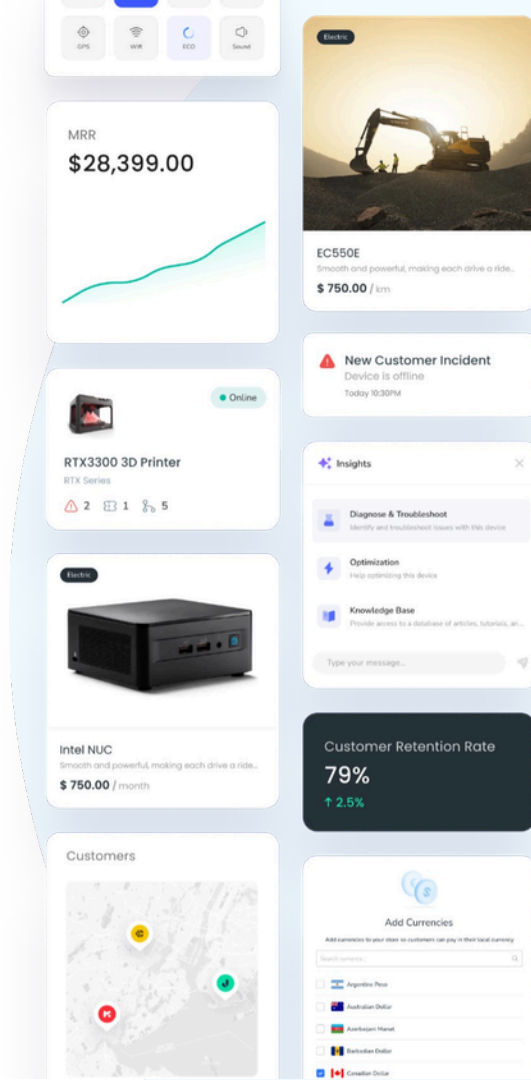


"Tesla-ize" Through a Unified Business Fabric

OUR SOLUTION

Full-Stack Servitization Platform

Xyte is a first of its kind servitization platform – a vertical software stack that enables equipment and device manufacturers to cloudify, operate, support, and commercialize their connected devices through a unified business ops platform.



OUR SOLUTION

Full-Stack Servitization Platform



APPLICATIONS

Sitting atop our platform are powerful applications for eCommerce, support, ticket routing, analytics, AI, finance, and more.

SERVICES

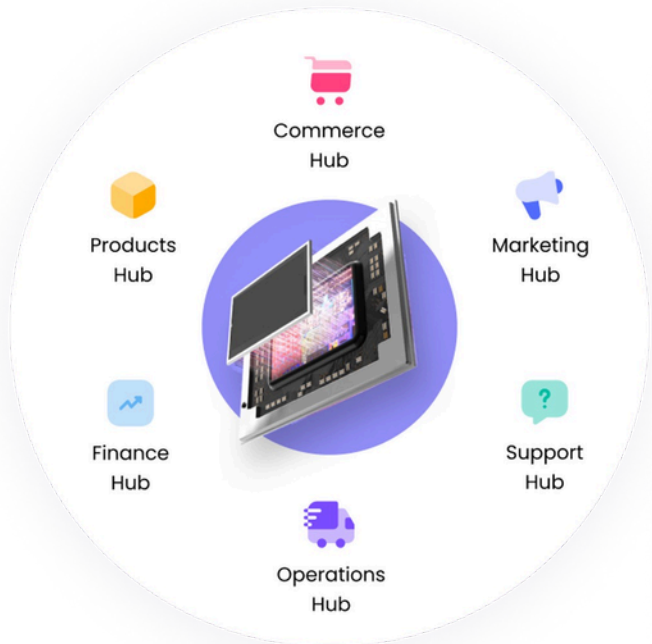
At our core are a robust connectivity hub, easy-to-use, no-code administration tools, and a complete business operations hub.

INFRASTRUCTURE

Our cloud-based infrastructure provides reliability, scalability, and security.

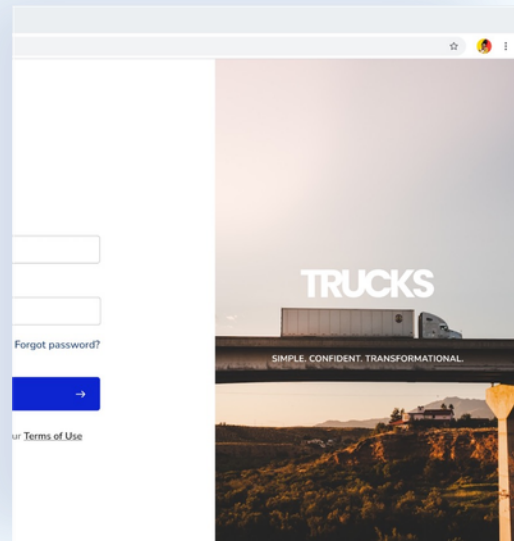
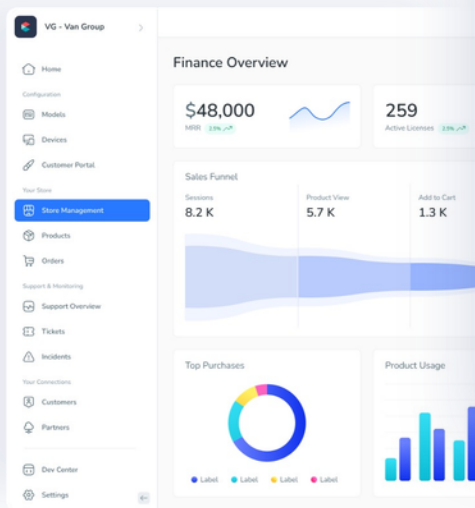
OUR SOLUTION

Full-Stack Servitization Platform



Dedicated Interfaces

BACK OFFICE PLATFORM



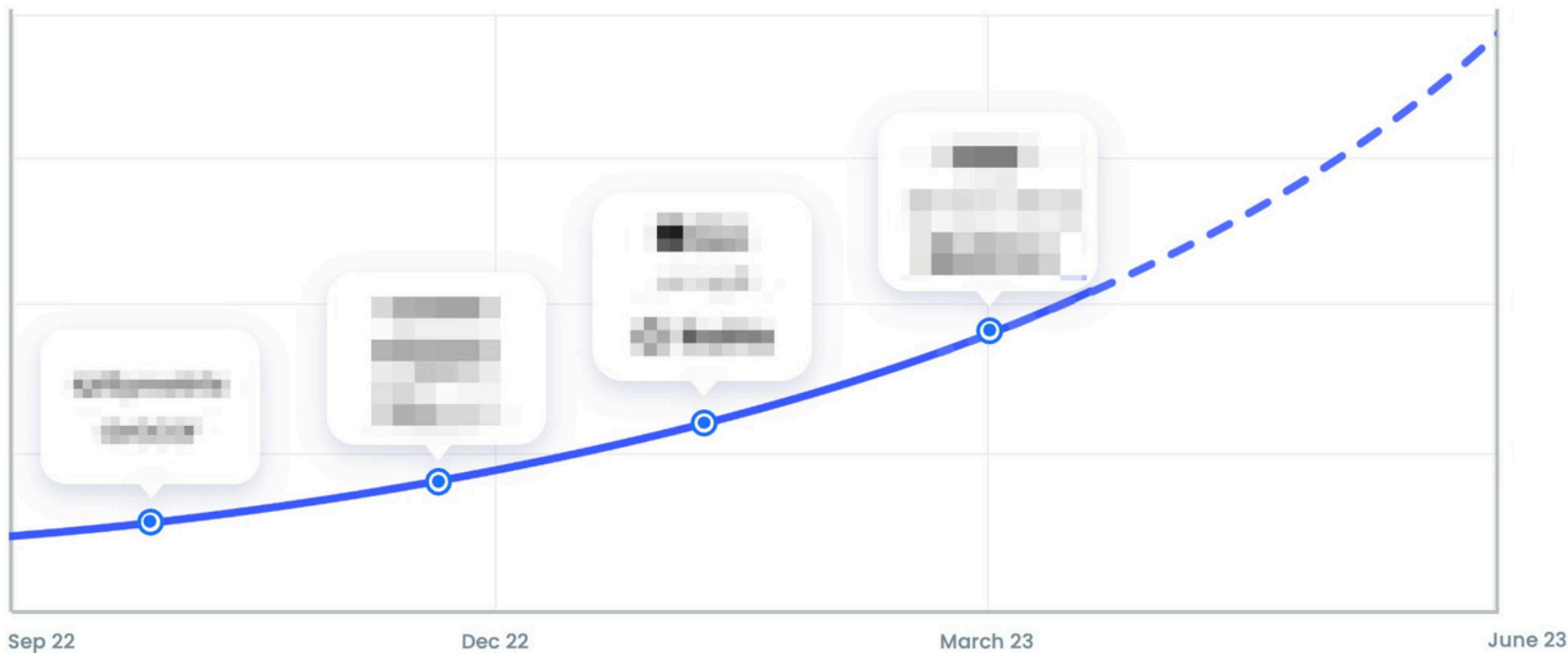
END USER INTERFACE

Traction

Early Adopters Are Embracing the Change

ARR

Customers



Any Industry, Any Size



UNIQUE VALUE PROPOSITION

Equipping B2B Device Manufacturers for the Future



Own the customer experience and gain value chain visibility



Commercialize through subscriptions



Improve your sales and after sales experience



Empower channel partners to grow their business



Best in class support tools for your end users

BUSINESS TRANSFORMATION

One Platform, Endless Options



Complementary Services

Professional services, warranties, and bundles



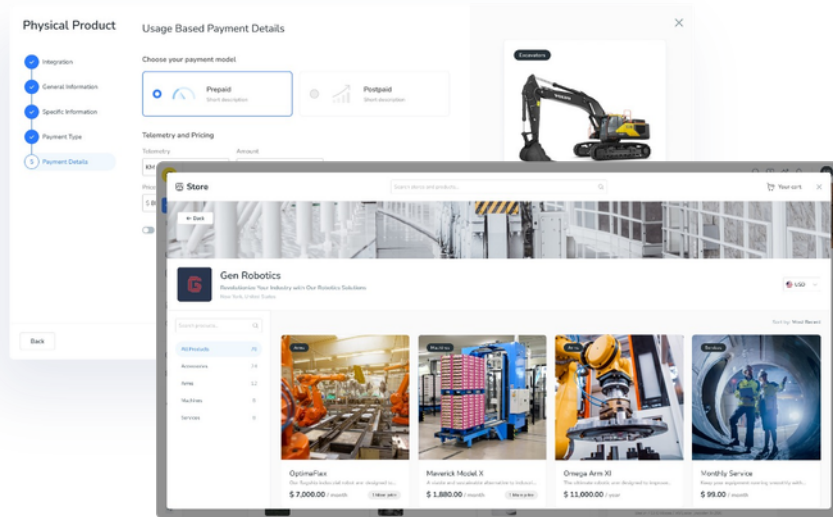
Premium Feature Toggling

Enable premium features through software



Usage-Based Pricing

Lower barrier of entry: customers pay only for what they use



We're building one powerful infrastructure, supporting a wide variety of use cases without friction

Unique Business and Commerce Platform



Fully Federated

OEMs, channels, and end users only see devices they have access to



Multitenancy out of the Box

Control and manage channels and customers' tenants



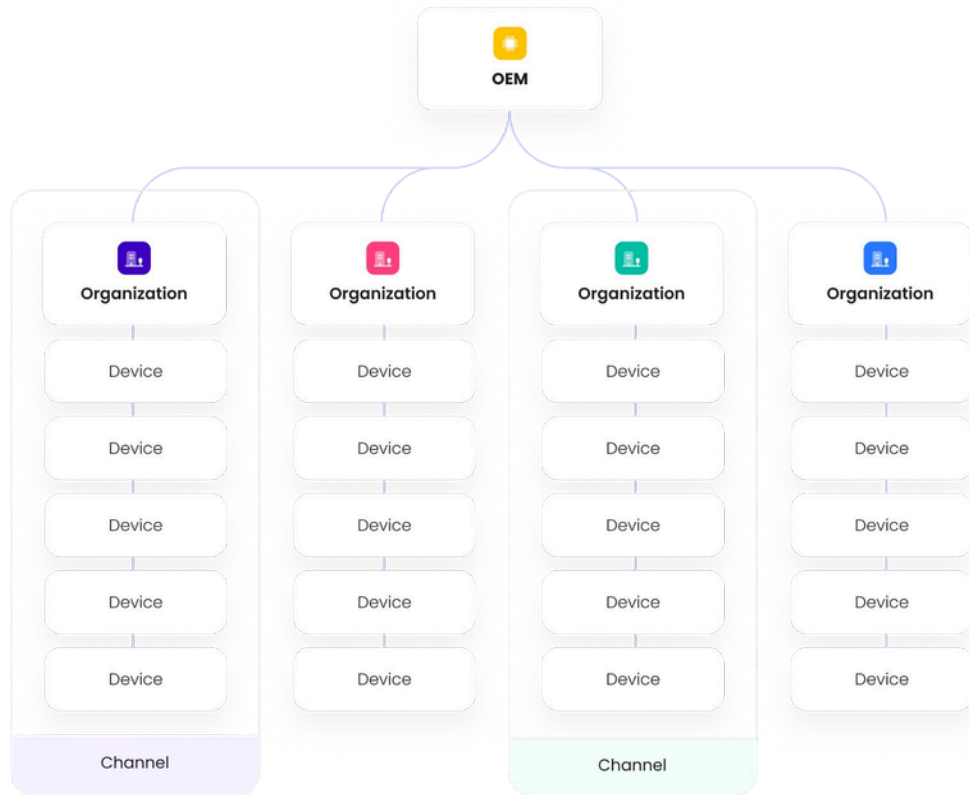
Powerful Business Ops Tools

Access Commerce, Marketing, and Support Centers

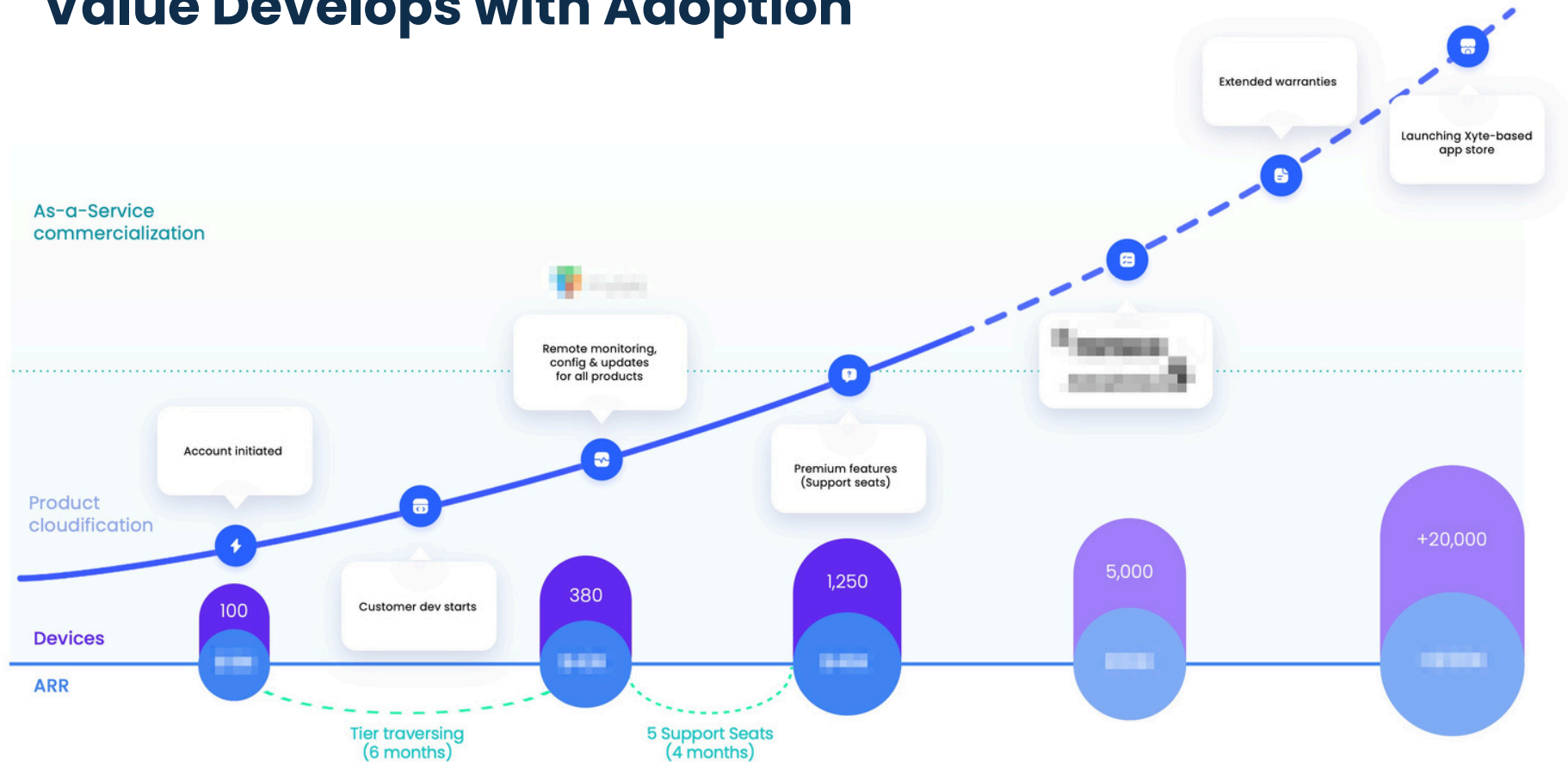


Integrated Collaboration

Invite, connect, and collaborate with your industry partners



Value Develops with Adoption



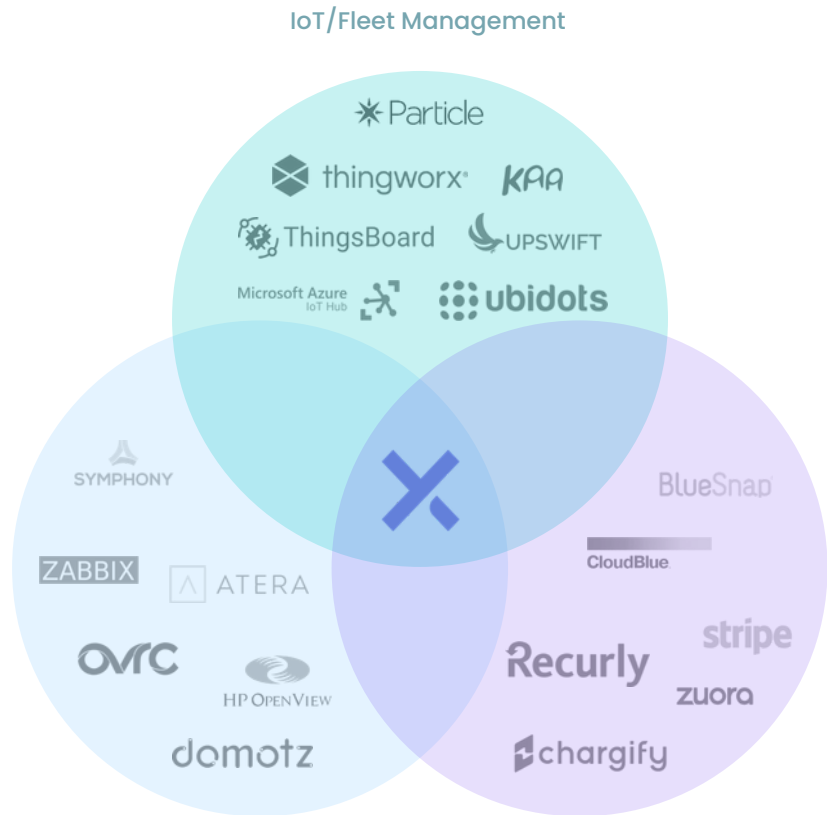
Pioneering a New Product Category

Xyte's complete solution reduces complexity, accelerates time to market, and unlocks recurring revenue models.

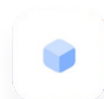
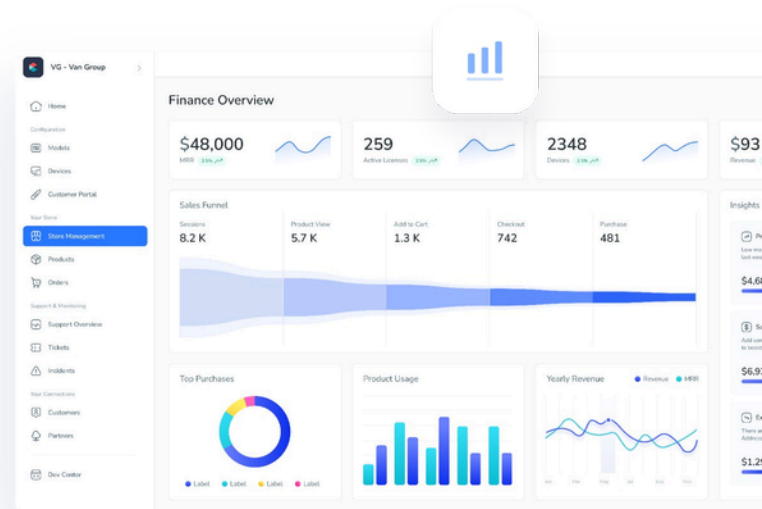
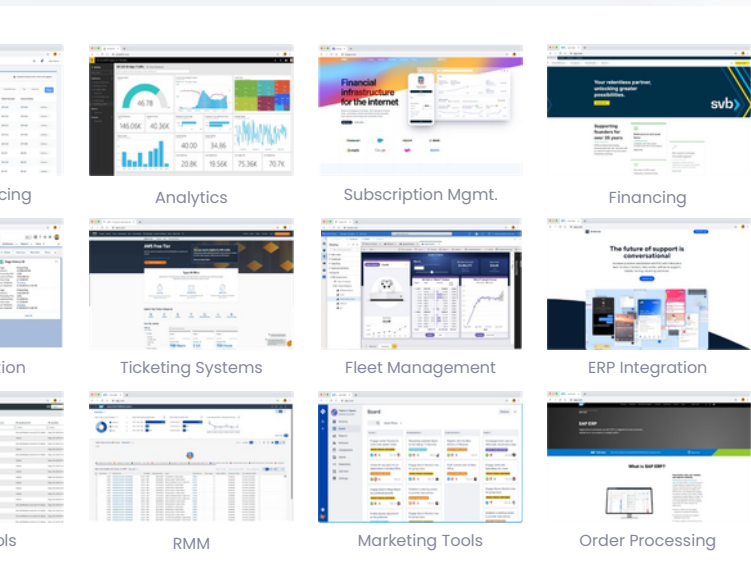
Monitoring/ MSP

Monitoring/ MSP

Subscription
Management & Billing



A Single, Integrated Platform



Exceptional Team



Andrew Gross



Lital Grossman



Tal Reis



Aya Schickler



Ran Zaksh

Business

Business Model



Fixed platform fee

Tier-based



Value added services

Optional premium features for OEMs, partners, and subscribers



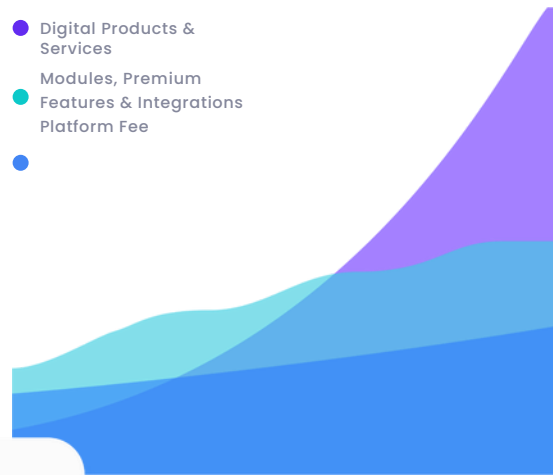
Fulfillment fee for digital products (usage-based)



Lending (future)

TBD

- Digital Products & Services
- Modules, Premium Features & Integrations
- Platform Fee



ARR



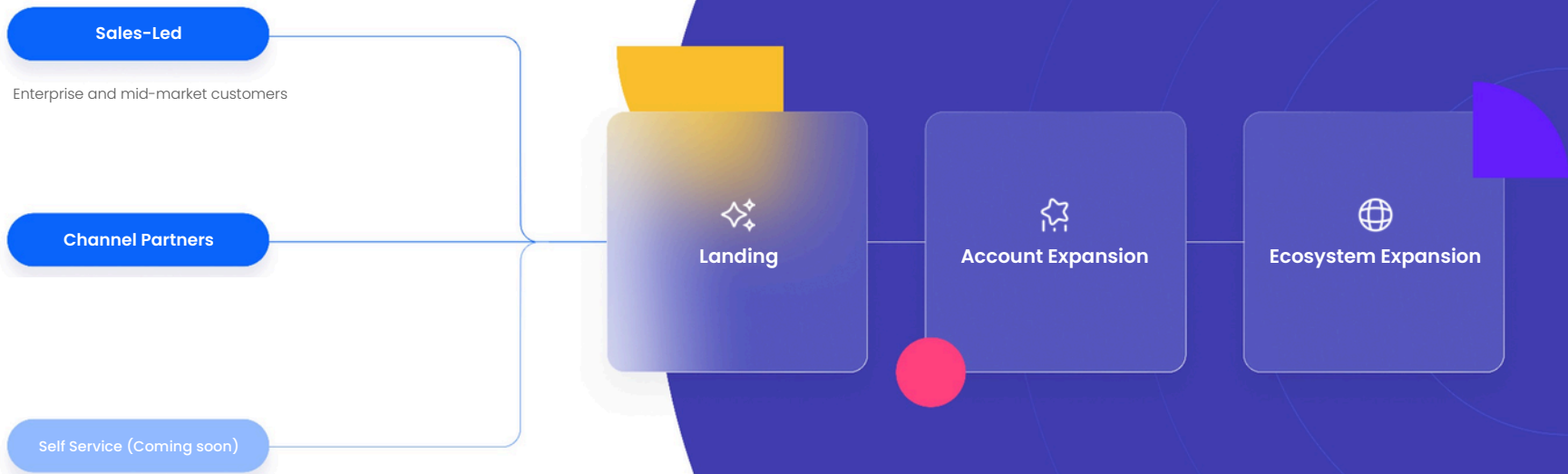
Support Seat

\$99.00/month

Subscribe Now

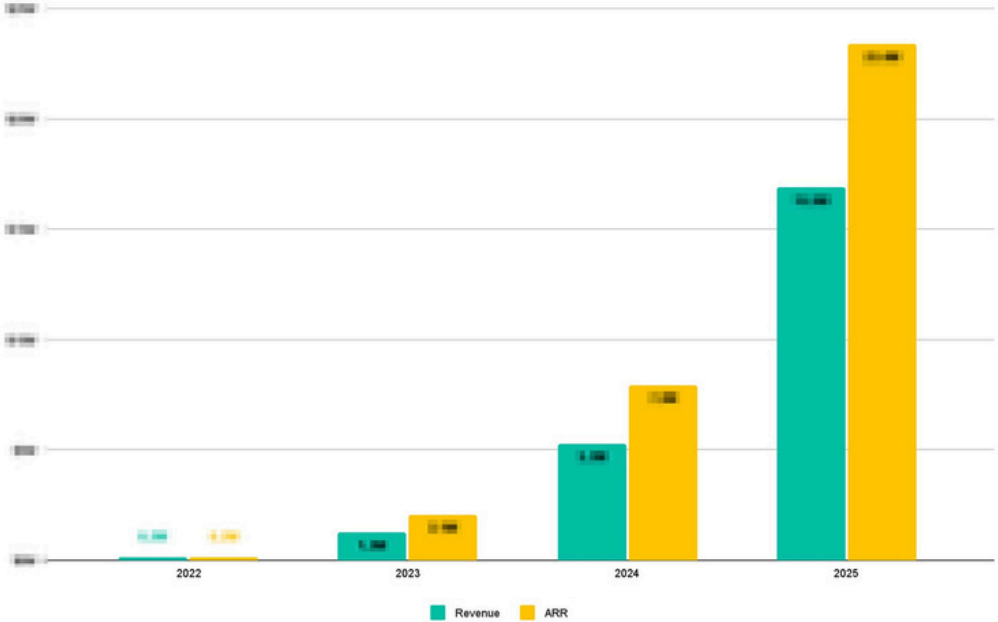
GO TO MARKET

Land and Expand

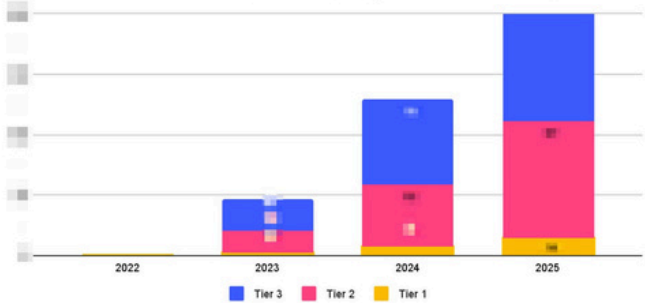


Forecast and Drivers

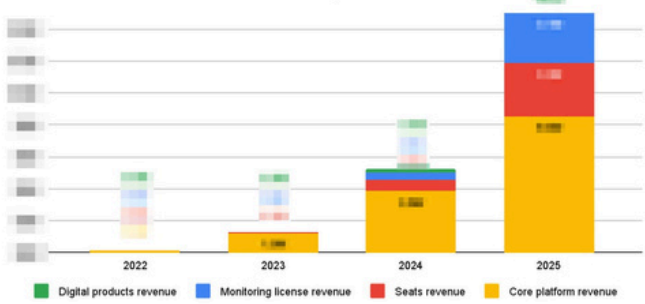
Revenue & ARR



Customers Analysis



Revenue Analysis: Source



Investment Summary



Enormous Opportunity

The transition of device manufacturers from device sales to a subscription economy disrupts existing industries, creating unprecedented market potential



Unique Solution

Xyte is the first and only full-stack platform that manages all aspects of this transition, from product cloudification to as-a-Service commercialization



World-Class Product

Built and designed by seasoned product experts, Xyte is well crafted for simplicity and scalability



Validated Solution

Validated with enterprise, mid-market, and SMB customers across different industries



Scalable GTM Strategy

Direct sales to enterprise customers and a self-onboarding experience for SMBs, with land & expand capability baked into the platform



Vision

Led by product-driven, long-term-focused entrepreneurs

Thank you.



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Careem

Uber



capacity

