

# SMART MANUFACTURING INDUSTRIAL CLOUD



## Passion for People and Technology

At D2D Group we recognise there's no exclusivity when it comes to having great ideas. As such, we collaborate with individuals and organisations sharing our passion for people and technology.



**Benjamin Zhai**  
CEO of Swie.io

This Milestone edition includes an extract from our exclusive interview with Benjamin Zhai, Chief Executive Officer of Swie.io - an agile electronics manufacturer, supporting the aerospace and automotive industries.

Benjamin obtained a joint BSC in MEng, Applied Mathematics and Electrical Engineering, before graduating Ecole Polytechnique Federale de Lausanne with a masters degree in MicroEngineering.

Prior to forming Swie.io, Benjamin brought a number of start-ups to market including Shutterix, Circuitive SA and CreaPark.

During our interview Benjamin shared his insights as to how cloud technology is changing traditional manufacturing methodology, and how this lead him to establishing SMIC, a consortium for Smart Manufacturing Industrial Cloud.

### Q. Benjamin, please explain your decision to establish SMIC?

Industry 4.0 is a paradigm change occurring in manufacturing seeing a shift from mass manufacturing to mass customization. Supply chains are embracing this opportunity to incorporate new technologies and processes, Smart Manufacturing Industrial Cloud (SMIC) is a cross industry initiative committed to enabling the advantages available via decentralized product design and manufacturing (both cost and time efficient).



### Q. Could you expand in terms of how SMIC operates?

As part of an industry initiative to eliminate redundant and duplicated processes, SMIC developed the Community Token Economy, designed to increase organisational efficiency by improving efficiency and promoting competition amongst its members.

In practical terms SMIC is a protocol layer that overarches Distributed Ledger Technologies (DLT) and contains a universal "truth" supporting hardware product design, manufacturing, sourcing, logistics and usage. SMIC is committed to the establishment and support of entrepreneurs, hardware developers, open source enthusiasts and large organisations alike.

### Q. What is the vision for SMIC?

At SMIC we regard ourselves as custodians of an ecosystem that promotes hardware development from iteration, design, manufacturing and after-sales. In addition the platform acts as a depository and achieve of steps taken to transform digital files into products.

## Q. What products & services do you currently offer at SMIC?

We regard the SMIC protocol “trust as a service” to be at the very heart of our value proposition. It allows organisations to share and access material such as, development and production data, compliance documentation etc. all of which resides in an encrypted, secure environment.

We’re providing a secure blockchain environment for all industry stakeholders to access, store and share data with 100% confidence.



## Q. Tell us more about your USP?

In terms of our USP, we regard this blockchain initiative to be a first in addressing the entire manufacturing value chain in a single ecosystem. We’re building an unbiased protocol allowing for the onboarding process to be secure yet comparatively uncomplicated. We’re providing a transparent knowledge sharing platform, which in itself delivers significant operating and fiscal efficiencies to all participants.

## Q. Who are your target customers target markets?

Target customers are those organisations contributing to and participants of the product development, design and manufacturing value chain, for example, design companies, material producers, manufacturers and logistics operators.

## Q. Where do you see most potential in the application of your products?

One area that immediately comes to mind is in the protection of IP and reduction of imitation parts, a topic that brings benefits across a number of sectors such as, automotive, aerospace and medical equipment manufacturers.

## Q. What’s the critical challenge you face at this time?

As with many new enterprises, achieving scale and critical mass are amongst the most significant challenges we face. Getting our message across and the increased adoption of our platform will be vital, if we are to be successful in the support of industry at a time of a paradigm shift in the provision of customized products versus general mass production.

For details on SMIC, please refer to [smic.io](http://smic.io) for detailed white paper.

To understand more how [Swie.io](http://Swie.io) can enable your individual and business growth, please contact Benjamin at: [info@swie.io](mailto:info@swie.io) or +41 78 888 77 58.