"The software that has come to revolutionize the dynamics of business"

Managing Director of ManWinWin Software,
Rodrigo Seruya Cabral

In this interview Rodrigo Seruya Cabral, managing director of ManWinWin Software, reflects on how technology is dictating today's market.

ManWinWin is a software that can be adapted to manage the maintenance of all types of assets. How can a maintenance management system do this and still represent a flexible, simple and user-friendly solution?

ManWinWin is built on three fundamental pillars: first, configuring the software according to each client's needs, based on a combination of our know-how and the customer's knowledge of their own business, equipment and personnel; second, a constant drive to increase our knowledge and continuously learn with each client we work with; and finally, intensive training for future users of our software.

In the field of digital transformation, how has ManWinWin Software "revolutionized" business dynamics?

In today's market we've tried to take a unique approach: rather than having only technology driving the digital transformation process, we get people and know-how setting the rules of this transformation. Structural decisions and definitions in a software implementation (things like: coding systems, functional organization trees, defining maintenance processes and workflows, technical datasheets, cost centers, etc.) are crucial, yet often neglected during an implementation. Our view is that technology should only be

introduced – and gradually – after these structural aspects have been defined, in order to consolidate (and accelerate) what is already in place, whether that be mobile apps, QR code scanning, NFC tags, IoT, ... This gradual approach allows technicians to work quicker and with more user-friendly tools and it also improves cost-effectiveness, equipment efficiency, overall productivity, and so on.

How does digital transformation benefit your customers in economic terms?

Our technology streamlines processes, making life easier for business personnel and at the same time reducing costs for companies. Here's a simple example: technicians with access via the mobile app to the entire maintenance history of a certain item of equipment presenting an issue can make informed decisions in minutes, saving enormous amounts of time in the decision-making process. In a facility such as a factory, this speedy solution catalyzes a significant increase in productivity.

ManWinWin has a web-based application, a mobile app on IOS and Android, a free Express version of the software and Smart Tag. Can you tell us briefly about each of these features?

The WEB module, App and Smart Tag represent three different ways to access and 'feed' the software from any mobile device. These resources allow daily repetitive functions to be quickly and easily recorded in the software. These daily, repetitive tasks are critical, everything else depends on a successful and disciplined record of information, so it's very important that the registration process is easy, user-friendly and just three or four clicks away.

ManWinWin has a presence in 100 countries. When you compare your national and international markets, would you say that ManWinWin is well-positioned in Portugal?

Awareness in Portugal of the maintenance management sector is very high, and the proof is that we continue to grow significantly in our market. It's clear that Portuguese companies are becoming increasingly interested in investing in maintenance management, since they too are growing and want to be as efficient as possible. This brings with it a responsibility to professionalize their maintenance services, respond to audits, certifications and legal compliance. So companies can no longer afford to have incomplete information about their assets, which otherwise leaves them with time expensively wasted and avoidable losses in productivity.