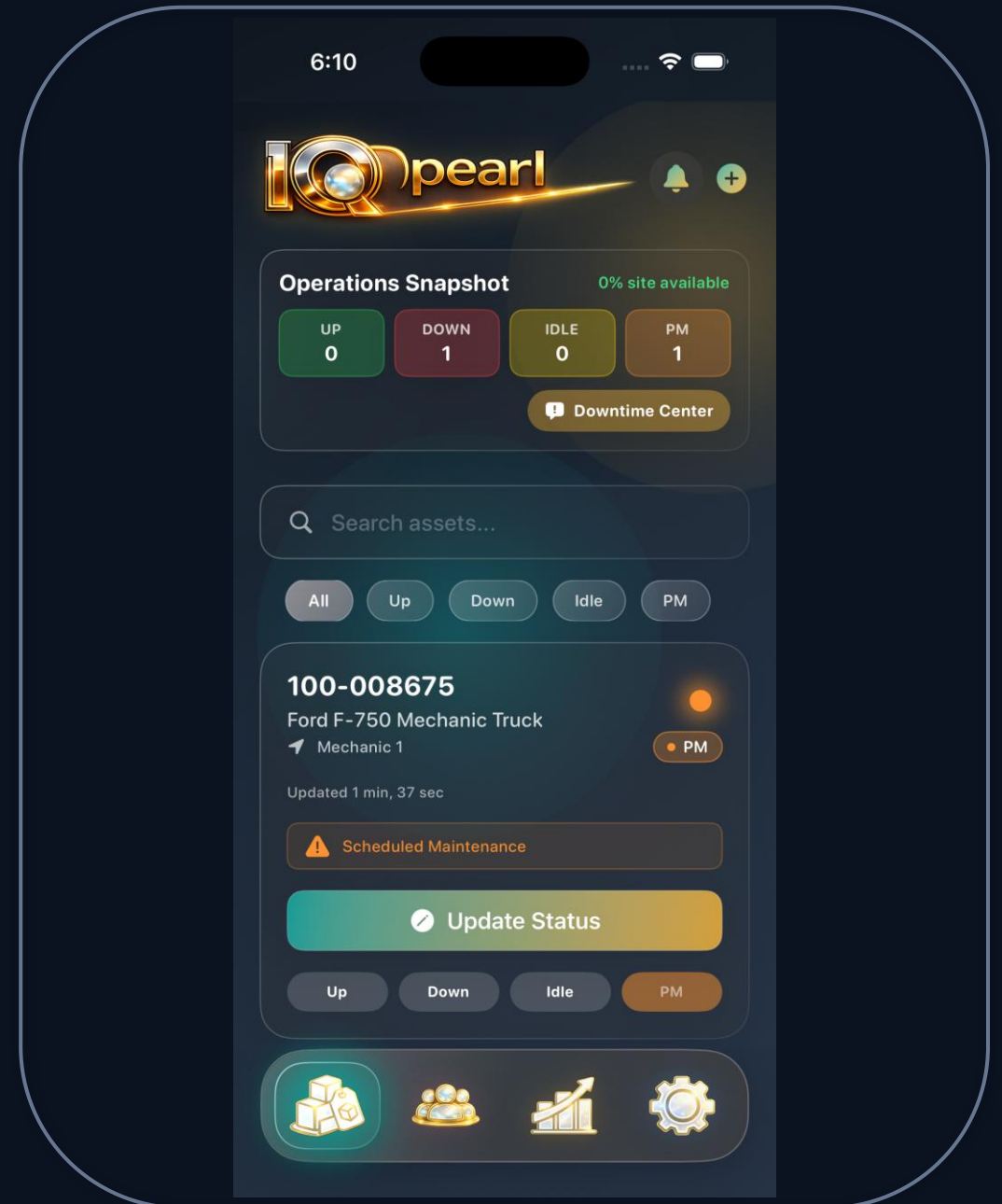


IQpearl

Real-time asset uptime + downtime intelligence with executive-ready analytics.

iOS app for operations & maintenance teams

Turn every status change into measurable performance.



The cost problem: downtime + blind spots

When the floor is moving fast, data quality usually falls behind.

Common pain points

- Status updates live in texts, radios, and whiteboards
- Downtime reasons are inconsistent → analytics don't reconcile
- Shift schedules distort KPIs and accountability windows
- Executives get late, manual rollups instead of trend signals
- No attachment trail (photos, docs, inspection evidence) tied to events

Fix the reporting gap at the source: the moment status changes.

The screenshot shows a mobile application interface for updating status. At the top, the time is 5:59, and there are icons for signal strength, Wi-Fi, and battery. Below the status bar, there are two buttons: "Cancel" and "Update Status". The main content area is titled "Reason for Down (required)" and contains a dropdown menu with "Electrical Issue" selected. Below this, there is a note: "Reasons improve reporting and help quantify the top drivers of downtime." The next section is titled "Downtime Details" and contains two text input fields: "Root cause (optional)" and "Operator / maintenance notes (optional)". Below these is a section for "Evidence Attachments" with a "+ Add File" button and a text input field labeled "Paste URL or file path" with an "Add" button. At the bottom of the form, there is a note: "No attachments added yet." and a final instruction: "Use attachments for photos, inspection docs, and maintenance evidence." At the very bottom, there is a large, prominent "Update Status" button.

IQpearl: capture → control → analyze

A single workflow from the shop floor to executive reporting.

1 Capture

One-tap status updates with reasons, notes, and evidence.

Electrical Issue ↕

Reasons improve reporting and help quantify the top drivers of downtime.

Downtime Details

Root cause (optional)

Operator / maintenance notes (optional)

Evidence Attachments + Add File

Paste URL or file path **Add**

2 Control

Govern sites, teams, shifts, and reason catalogs in one place.

Keep team, site, shift, and asset setup in one place instead of jumping across Settings.

Role Corporate Admin Scope Company-wide

Sites 2 Employees 1

1 Site Management >
Create sites, assign people by site, and control site scope.

2 Team Management >
Add employees and manage roles for company and site teams.

3 Shift Schedule >
Configure shift windows and operating days used by KPIs.

3 Analyze

Roll up availability, MTTR, MTBF and generate exec-ready reports.



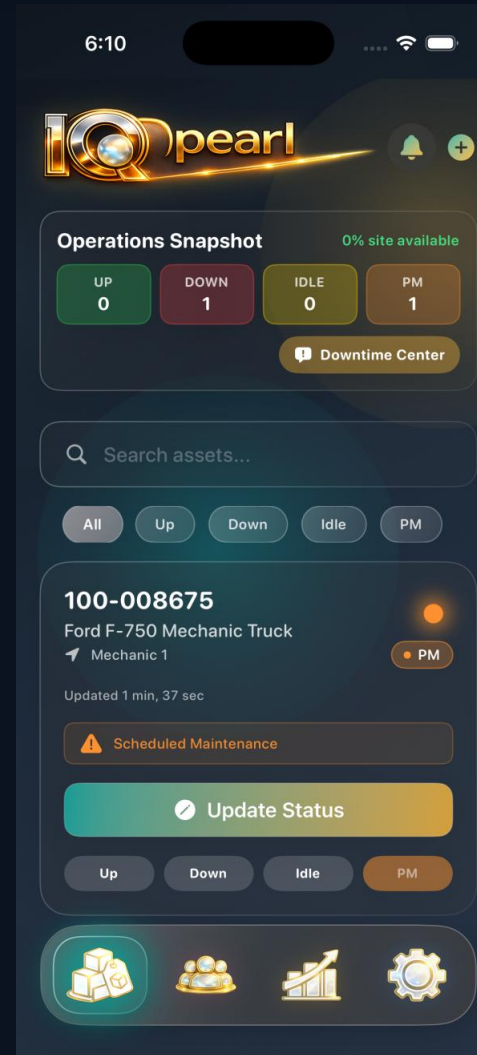
Operations Snapshot

Instant visibility across assets—no waiting for end-of-shift paperwork.

Know what's happening right now

- Site-level UP / DOWN / IDLE / PM snapshot
- Search and filter assets by status in seconds
- One-tap status update keeps data current
- Downtime Center for quick triage and follow-up
- Optional push alerts on status changes

Live view



Standardize downtime reasons

Cleaner data → faster root cause analysis and better prioritization.

Reason catalog → clean selection

Why it matters

- Require a reason for DOWN
- Optional root cause + notes
- Allow (or lock) custom "Other" reasons
- Attach evidence (photos, docs, links)

Outcome: consistent reporting + clearer top downtime drivers.

5:53

Close Downtime Reasons Save

Reason Catalog

Standardize downtime causes so teams can report consistently, and analytics can quantify the top drivers.

Rules

Require reason for DOWN Users must choose a reason (or Other) when marking a machine down.

Require reason for PM Optional. Enable if you want standardized PM classifications.

Allow "Other" custom reasons If disabled, users can only pick from the catalog.

Reasons

6

- Blown Tire
- Hydraulic Leak
- Electrical Issue
- Waiting on Parts
- Scheduled Maintenance

5:59

Cancel Update Status

Reason for Down (required)

Electrical Issue ↕

Reasons improve reporting and help quantify the top drivers of downtime.

Downtime Details

Root cause (optional)

Operator / maintenance notes (optional)

Evidence Attachments

+ Add File

Paste URL or file path Add

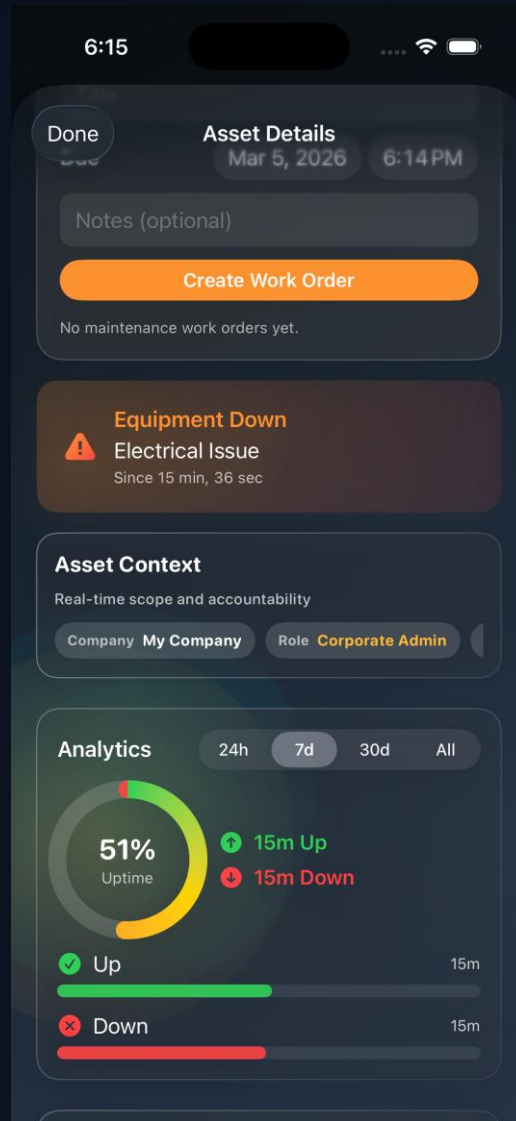
No attachments added yet.

Use attachments for photos, inspection docs, and maintenance evidence.

Update Status

From incident to action

Turn downtime into an accountable workstream.



Work order + context in one screen

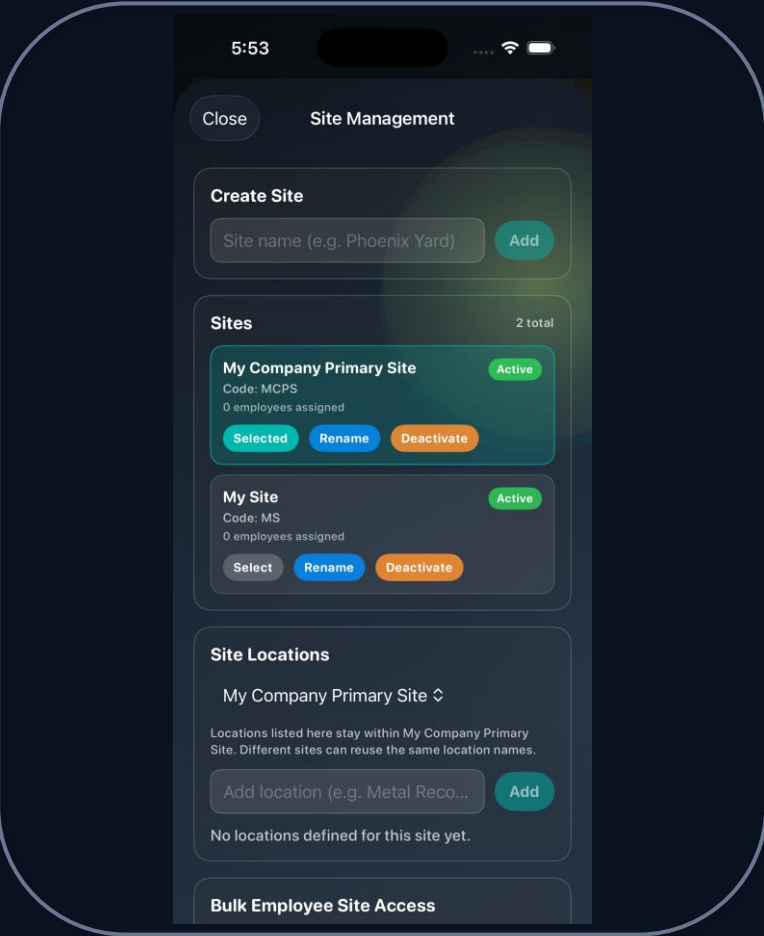
- Create work orders directly from an asset's current state
- Downtime timer captures duration automatically
- Tie the event to a standard reason + optional root cause
- Capture notes and evidence attachments for faster troubleshooting
- Built-in context (company + role) supports accountability

Faster response

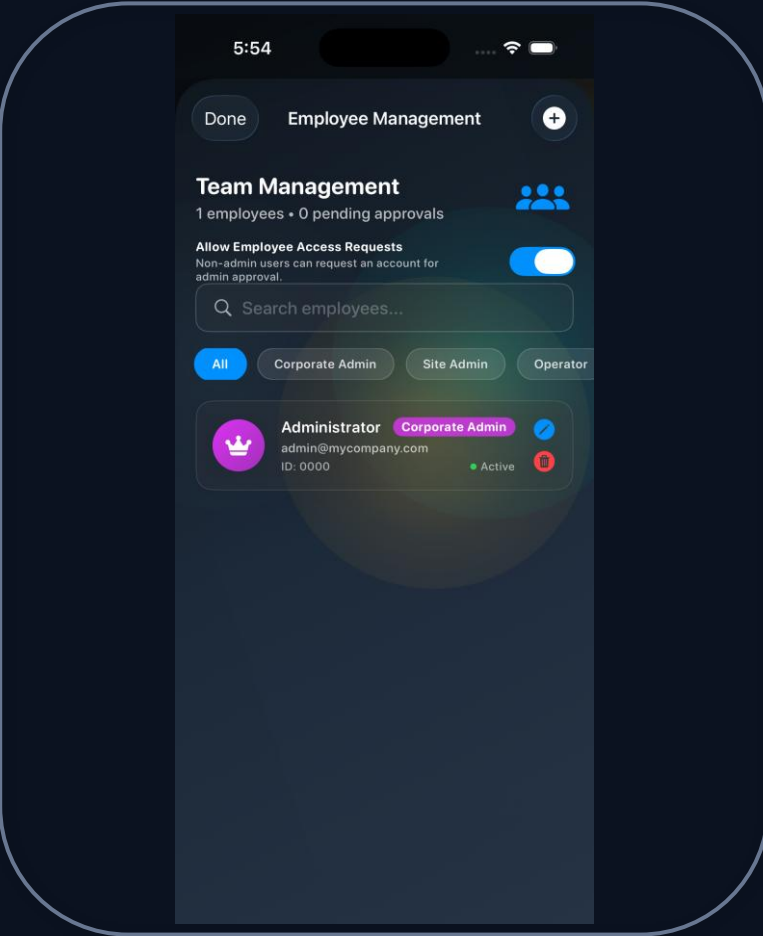
Built for multi-site operations

Scope controls + roles keep the right people in the right places.

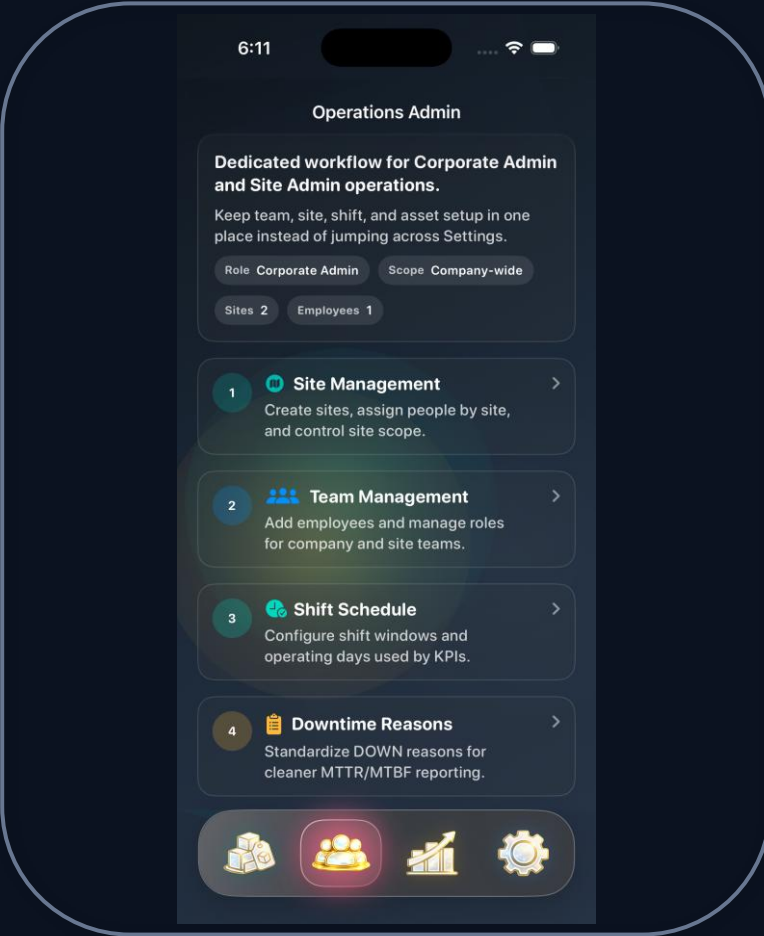
Sites + locations + access control



Role-based team management



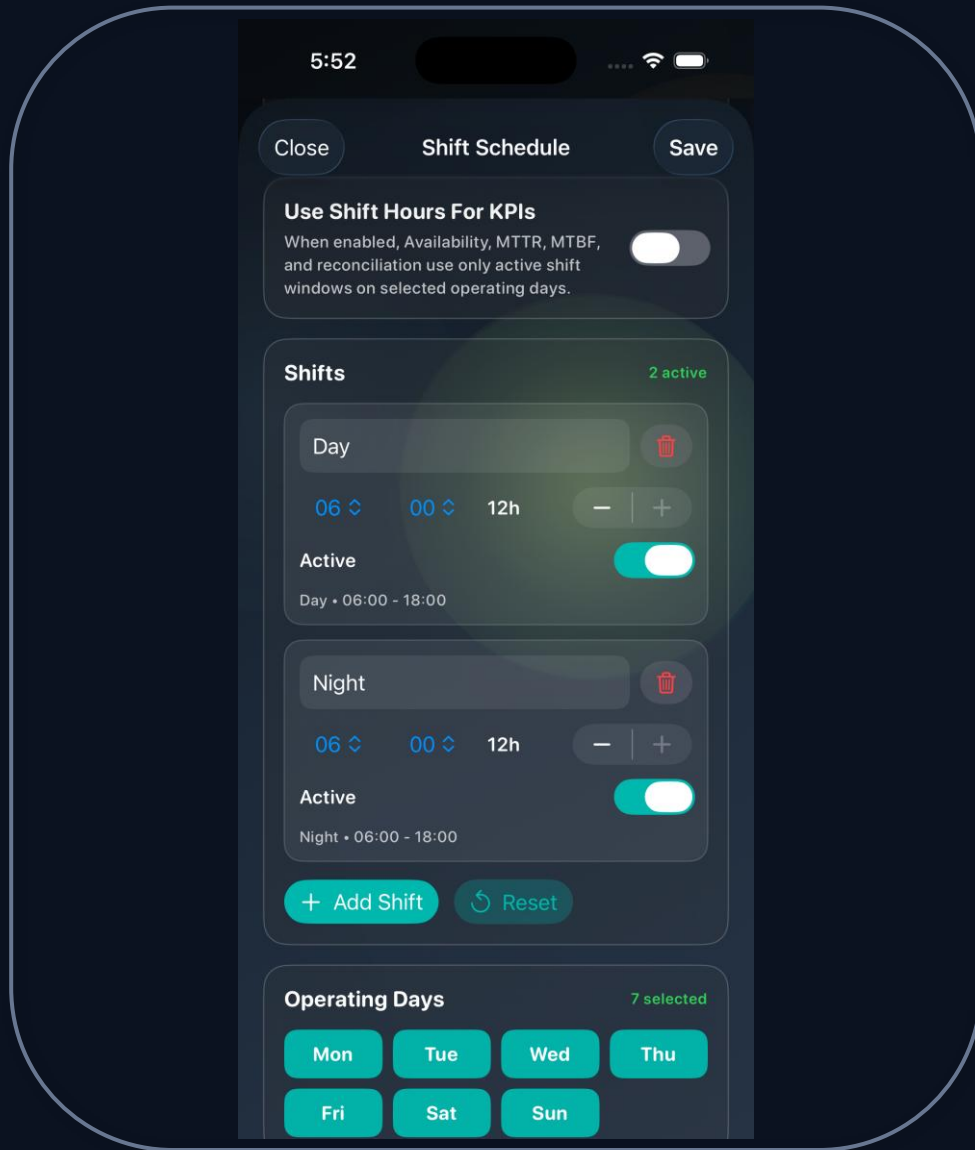
Admin workflow hub



Roles: Corporate Admin • Site Admin • Operator | Scope: company-wide vs site-specific | Approvals: optional access requests

Shift-aware KPIs

Measure performance inside the operating window that actually matters.



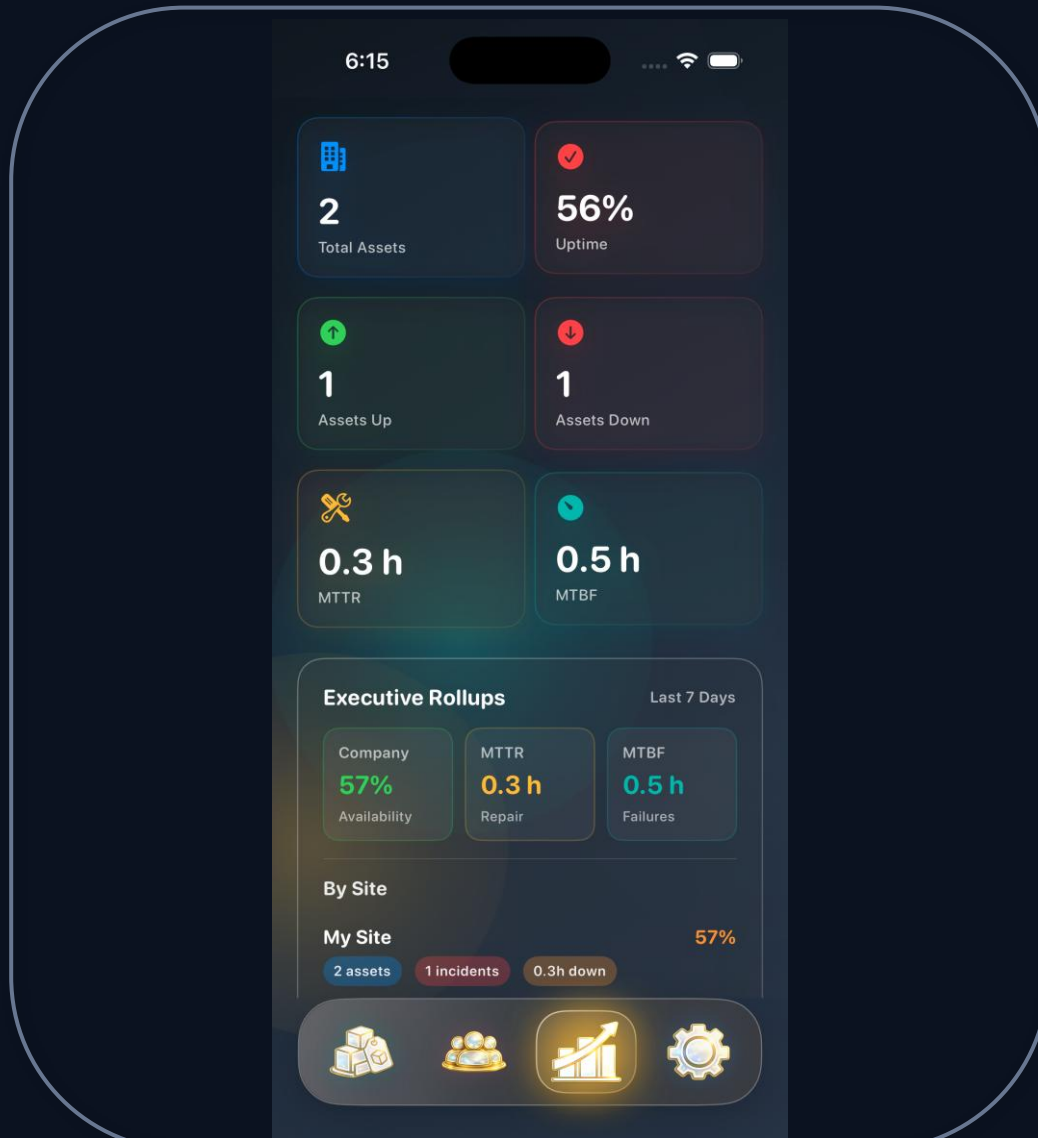
Configure shift windows + operating days

- Define Day / Night (or custom) shifts with start + duration
- Choose which days count as operating days
- Optionally compute Availability, MTTR, MTBF using only active shift hours
- Improves KPI comparability across sites and teams

Availability = $\text{Uptime} \div (\text{Uptime} + \text{Downtime})$ (within the selected operating window)

Executive rollups & reliability KPIs

See performance by company, site, and time window.



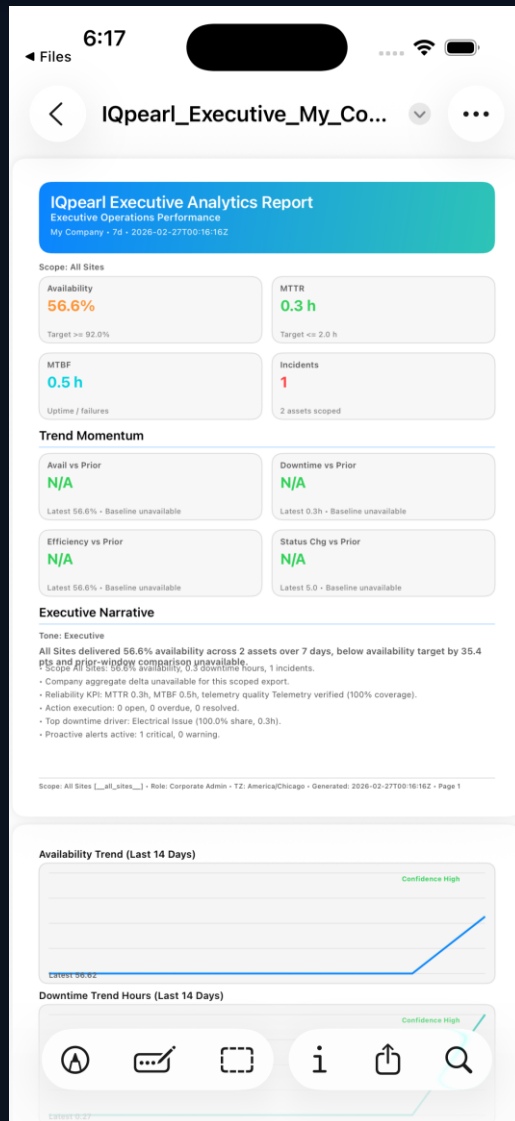
Dashboards that answer “so what?”

- Availability, MTTR, MTBF, incidents, downtime hours
- Roll up by site (and compare sites consistently)
- Quick time windows for trend checks (e.g., last 7 days)
- Focus improvement on the true top downtime drivers

Trend-ready

Shareable Executive Analytics Report

Generate a PDF with KPIs, trends, targets, and narrative—ready for leadership reviews.



Designed for decision-makers

- Executive summary with KPI targets and variances
- Trend momentum to show direction, not just snapshots
- Narrative that calls out key downtime drivers
- Easy to share via email, chat, or weekly ops packs

PDF export

Cost impact: where the savings come from

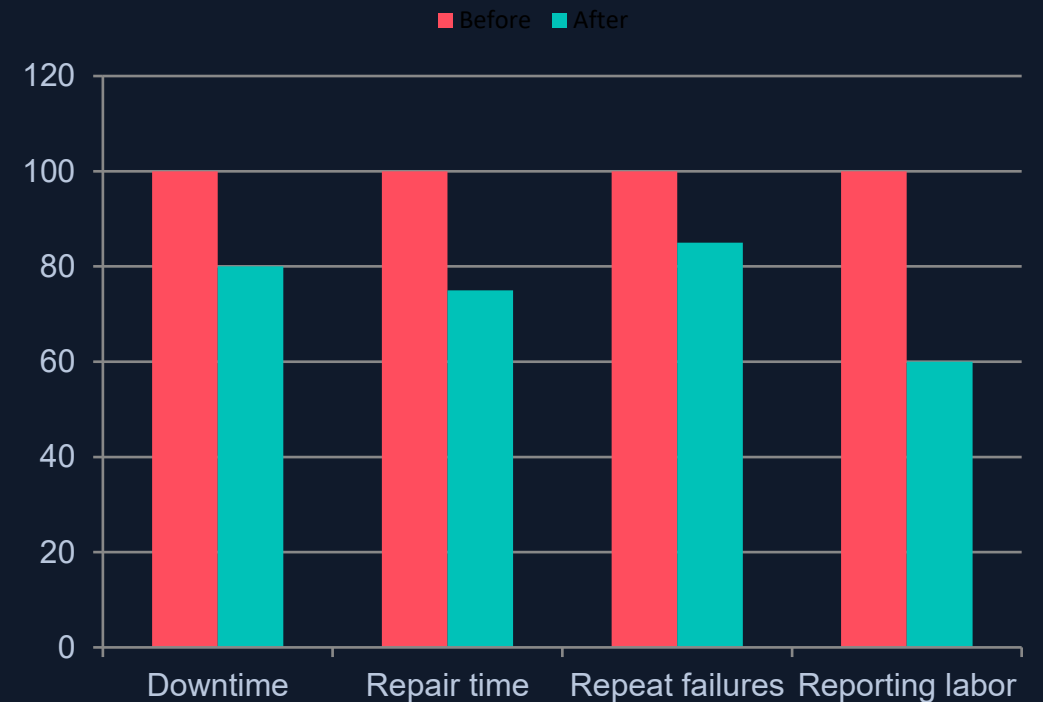
Use your own numbers to quantify ROI.

Savings levers

- Reduce downtime hours by surfacing top drivers faster
- Lower MTTR through better evidence + faster handoffs
- Increase MTBF by targeting repeat failures and weak assets
- Cut reporting labor with automated rollups and exports
- Improve PM compliance and planning through visibility

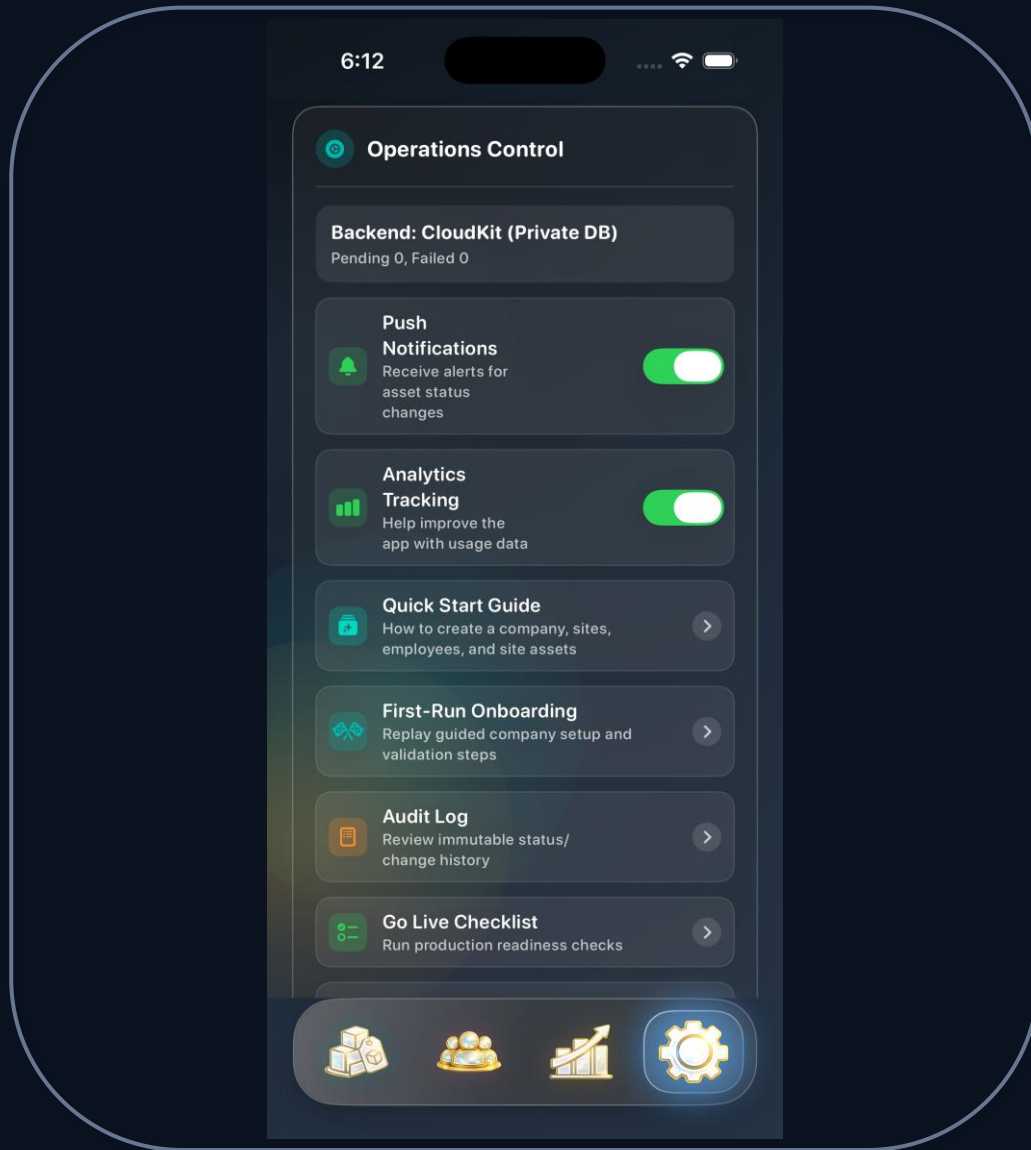
ROI starter (example): Annual Savings = (Downtime hrs reduced × \$/hr)
+ (Labor hrs saved × \$/hr) + (Incidents avoided × avg cost)

Illustrative impact (replace with your data)



Go live with confidence

Operational controls, onboarding, and an audit trail—built in.



Production-ready controls

- CloudKit private database (your org's data stays in iCloud)
- Push notifications for status changes (optional)
- Quick Start Guide + First-Run Onboarding
- Audit Log for immutable status/change history
- Go Live Checklist for production readiness

Publish on the App Store • Start measuring uptime on day one