



CASE STUDY ROB SURGICAL

Remote Maintenance & Validation

CUSTOMER

Rob Surgical

SECTOR

MedTech

COUNTRIES

Spain

DATE

2024 - Today

BACKGROUND

Founded in 2012 as a spin-off from the UPC and IBEC in Barcelona, Rob Surgical aims to universalize high-precision surgery.

After over a decade of R&D, they developed the Bitrack System, an innovative modular platform that enables "hybrid surgery"—combining traditional laparoscopy with robotics.

Led by experts like Jaume Amat, the company has grown into a key player in medtech, focusing on improving surgical efficiency and reducing costs for hospitals while awaiting full CE Mark approval.

They can solve the following pain points:



High Service Costs: Remote self-diagnostics eliminate the need for expensive on-site technician travel.



Lack of Oversight: Visual guidance allows validation of remote repairs to prevent critical human error.

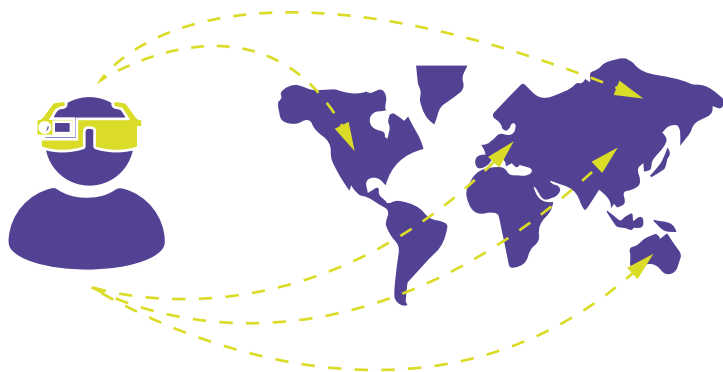
CHALLENGE

Rob Surgical faced high service costs and equipment downtime due to a lack of remote oversight. They struggled with complex manual maintenance, limited visibility into how customers treated sensitive gear, and a reactive approach that failed to detect technical issues before they led to failure.

THE SOLUTION

To solve these operational challenges, Rob Surgical uses Process eye to transform their after-sales service. The platform enables customers to perform self-diagnostics and preventive maintenance through step-by-step visual guidance.

This gives Rob Surgical the oversight they previously lacked, allowing them to validate that procedures are executed correctly and detect potential issues early to prevent equipment failure.



WHY WIDEUM?

Wideum is a global leader in remote service technology and innovation in applications for smartphones, tablets and smart glasses.

Our proprietary software allows users to execute difficult tasks and also provides for operation maintenance with remote assistance thanks to information sharing between field service operators and support departments.

Solutions like:



include real-time data and knowledge sharing that enable increased productivity thanks to the significant reduction in costs and machinery downtime.



BENEFITS

We help your company with the best remote assistance products and solutions that empower your technicians. In addition, they add value to your customer service and thus, you can monetize your post-sales service.

We know that having the best performance and execution is important for you, which is exactly why we want to help you with:

