



Collatr is a data platform for SME manufacturers that combines machine telemetry, environmental sensing, human behaviour observation, and business knowledge into a single contextualised view — then acts on it. Six embedded AI assistants monitor performance, triage service issues, manage knowledge, optimise processes, coordinate logistics, and communicate insights in plain language. The platform is designed for organisations with 20–500 employees, tight margins, limited IT resource, and mixed-age equipment — the 80% of UK manufacturers that enterprise tools don't serve.

<https://doublygood.co.uk/collatr>

## Key Features

- **Whole-organisation context** — not just machine data. Collatr integrates equipment telemetry, environmental conditions, human feedback, and business documentation into one connected picture.
- **Six AI assistants that act, not just analyse** — triage tickets, predict maintenance needs, update documentation, optimise processes, manage parts provisioning, and answer questions in natural language.
- **Offline-first edge computing** — on-site data collection works with or without cloud connectivity, runs on commodity hardware, and supports standard industrial protocols (OPC-UA, MQTT, Modbus).
- **Closed-loop improvement** — resolved problems automatically become updated SOPs, refreshed knowledge base articles, and refined process documentation. The platform gets smarter over time.
- **Low-barrier adoption** — no proprietary hardware, no lengthy IT projects. Works with existing equipment and systems. SaaS pricing with try-before-you-buy.

## How the Components Work Together

Collatr has four core components that form a continuous improvement loop:

**Edge** is the on-site software that collects data from machines, sensors, and existing systems. It runs on commodity hardware as a single executable, handles real-time alerting and automation locally, and buffers data when connectivity is unavailable. Edge is the entry

point — it provides value from the moment it's installed, before a customer commits to anything else.

**Feedback** is the human interface layer. Through on-floor screens, tablets, and personal devices, it captures how people actually work — structured forms, quick-response votes, interface session observation, and non-identifying presence detection. Crucially, the same touchpoints that capture feedback also deliver information: SOPs, training materials, maintenance guides, and live AI assistance at the point of need.

**Handbook** is the knowledge layer — a connected workspace where documentation, service records, specifications, and operational know-how live together and are actively maintained by AI assistants. Unlike static wikis or shared drives, the Handbook stays current because the assistants that use it are also the ones updating it. Service tickets are enriched with device context. SOPs are reconciled against what actually happens on the shop floor. Institutional knowledge is captured before it walks out the door.

**Hub** is the server-side brain. It provides long-term data storage, cross-device analytics, AI reasoning, and integration with external business systems (ERP, CMMS, knowledge tools). The Hub is where the six assistants coordinate — the Performance Analyst's degradation data feeds the Logistics Envoy's demand forecasting; the Triage Delegate's classifications inform the Process Steward's SOP updates. This orchestration across data domains is what turns individual observations into whole-organisation intelligence.

The loop works like this: Edge collects machine and environmental data. Feedback captures human behaviour and delivers knowledge. Handbook stores, organises, and maintains what the organisation knows. Hub brings it all together, reasons across it, and pushes updated rules, documentation, and insights back to Edge and Feedback — closing the loop so that every resolved issue, every completed maintenance task, and every operator interaction makes the system more valuable.

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## JOIN US, BUILD THE FUTURE

**We're building a next-generation data & insights service** for SME manufacturers, prioritising: *real-time* performance analysis across machines, lines and sites; SOP curation and operational knowledge management; service triage and parts provisioning. Getting the right insight at the right time to the right person.

Right now, we're looking for partner manufacturers to join our beta programme. Manufacturers that *know* they could get more from their data, people, technology and services.

- Free access to the Collatr platform
- We'll focus on the tools *you* need
- Your data only goes where you want it

- Get the AI edge

Talk to us at a time that suits you - [Book a call now](#)

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*Collatr is built by Doubly Good, a UK consultancy and software development company.*