

GITEX Europe: DC Smarter Presents its AI and Digital Twin-Based Software Suite to Revolutionize IT Asset Management

Berlin/Ottweiler, 19.5.25 – DC Smarter, honored as *Start-up of the Year* in the *Data Center & Telecommunication* category at the World Communication Awards 2024, will showcase its groundbreaking software suite DC Vision® at GITEX Europe in hall 4.2, stand G22. Data centers are the backbone of the digital world, and the integrity of IT asset management data is essential to ensuring their security and resilience. DC Vision combines artificial intelligence, augmented reality, and the digital twin concept to deliver a smart, intuitive solution for managing IT infrastructures: Physical IT assets can be captured and managed in real time using mobile devices or AR glasses—making data center operations more transparent, efficient, and secure.

With its AI-powered software for asset tracking, smart planning, and seamless operations, DC Smarter tackles three key challenges in IT management: inaccurate data, a shortage of skilled workers, and high operating costs. The first two, in particular, pose significant security risks, as Joerg Hesselink, Founder and CEO of DC Smarter, explains: “In the event of a security incident, immediate action based on reliable data is crucial. If you have to locate the hardware first, you’re already losing valuable time—and risking costly downtime. Our software streamlines IT asset management and enables on-site staff to intuitively update essential information. It also includes collaboration features that allow remote IT experts to support operations in real time.”

Over the past two years, DC Smarter has gained significant momentum. In 2023, the company was selected to join the German Accelerator Program, giving CEO Joerg Hesselink for example the chance to become part of the Singapore AI Market Discovery Class 2023-2. DC Smarter was also recognized by the German Innovation Institute with the KI-Innovator seal and was chosen for RegioInnoGrowth, the regional innovation program run by Saarländische Investitionskreditbank AG (SIKB).

Strategic partnerships with leading IT companies such as Schneider Electric, Nlyte Software, FNT, and Device42 further underscore the relevance and value of DC Smarter’s innovative solution within the IT and data center industry. Ismar Efendic, Co-Founder and CTO at DC Smarter states: “We are looking forward to presenting our leading-edge technology at the inaugural GITEX EUROPE x Ai Everything, the region’s largest tech, startup and digital investment event. We’re convinced our AI-powered solution, with its proven traction and clear value proposition, will stand out to investors seeking differentiated, future-ready solutions in the data center space.”

About DC Smarter

DC Smarter was founded by Jörg Hesselink and Ismar Efendic with the goal of developing innovative solutions for the management and maintenance of IT infrastructure and data centers. The industry pioneer stands out with its unique approach: High-quality services are combined with the innovative software solution - DC Vision®, which is based on the concept of the digital twin and artificial intelligence.

The software developed by DC Smarter utilizes augmented reality glasses, smartphones, or tablets to thereby optimize management and maintenance of IT infrastructure in data centers. Creative and innovative applications enable improving of energy efficiency in data centers, simplifying the organization in operational and project planning phases for tasks in data centers, and ensuring service quality according to predefined schedules, functions, and standard criteria. For more information, see <https://dc-smarter.com/> or follow us on [LinkedIn](#).

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