

# Meeting customer needs with flexible manufacturing

Fish Waste for profit – Icelandic Fisheries Conference

MADS LAIER • TEAM LEAD SOFTWARE & CONTROL • 09.06.22



PUBLIC

AT A GLANCE



# Rockwell Automation

**Our strategy is to bring The Connected Enterprise to life.**

We integrate control and information across the enterprise to help industrial companies and their people be more productive and sustainable.

**\$7.0B**

FISCAL 2021 SALES

**24,500+**

EMPLOYEES

**100+**

COUNTRIES

ABOVE-MARKET GROWTH | PRODUCTIVITY | INTELLECTUAL CAPITAL >>> VALUE CREATION



# Bringing the Connected Enterprise to life through Digital Transformation



expanding  
human possibility™

# Flexible Manufacturing addressing challenges

Digitally transforming to remain competitive, but.....



## Challenges

### **New demand is coming faster and is shorter lived – flexible for new demand?**

Getting new products & solutions to market faster is critical and requires assets that can adapt quickly.

### **Production is slow to adapt to new needs or has to be replaced completely.**

It's getting harder to find and retain workers with the right skill set and level of experience.

### **Ready to address challenges?**

Technology is evolving quickly and it can be difficult to stay in tune with what is changing.

## Insights

### **Leading manufacturers are making the shift to flexible manufacturing**

Digitizing operations to help deliver real-time visibility and control, improved maintainability, and enhanced training and production support.

### **Implementing a highly flexible and scalable architecture**

across all areas of your manufacturing process helps faster adaption to new needs.

### **A consultative assessment can help you uncover your best opportunities for optimization**

Working with a partner will enable you to assess your needs and develop a roadmap.

# Turn Commercial & Support Challenges Into Opportunities

Understand Your Current Challenges & Future Plans



Can you offer features or values that your competition can't or isn't offering today?



Do you see any additional revenue opportunities?  
Is your competition chasing after these already?



What one thing could bring you new customers or significantly increase your sales?



Are your customers challenged by the skill level of their operators?  
How might you help?



What equipment situation do you receive the most complaints about?



What conditions or influencers keep your machine or equipment from operating at its full potential?



Do your customers want to interact with your equipment differently than in the past?  
How?



What are your 5 highest contributors to unplanned downtime or stoppages?

# Digital Transformation

## Operational Benefits



**▶ TIME TO MARKET**  
Faster prototype for new product introductions  
Shorter cycle times  
Mass customization make to order vs make to stock

**▶ PRODUCTIVITY**  
Shorter setup and change over times  
Improved quality  
Reduction in downtime  
Reduction in energy consumption

**▶ SUPPLY**  
Reduced inventory & waste  
Improved planning & forecasting

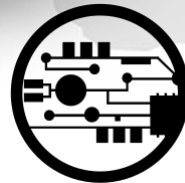
**▶ COMPLIANCE**  
Reduction in human errors and risk of product recall  
Automated digital monitoring ensures accurate records



Reduced Downtime



Anomaly Reduction



New Product Introduction



OEE Improvement

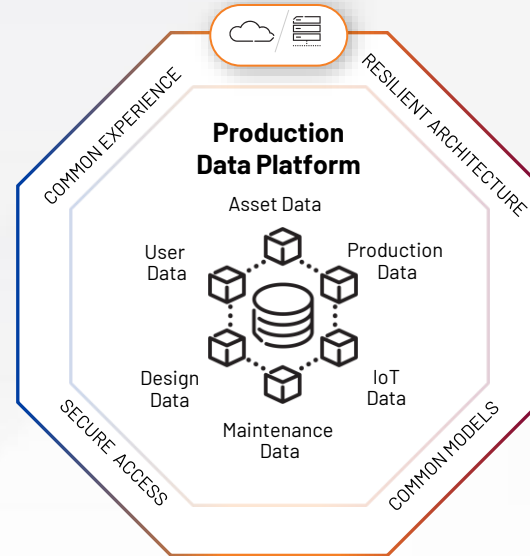


Improved Inventory

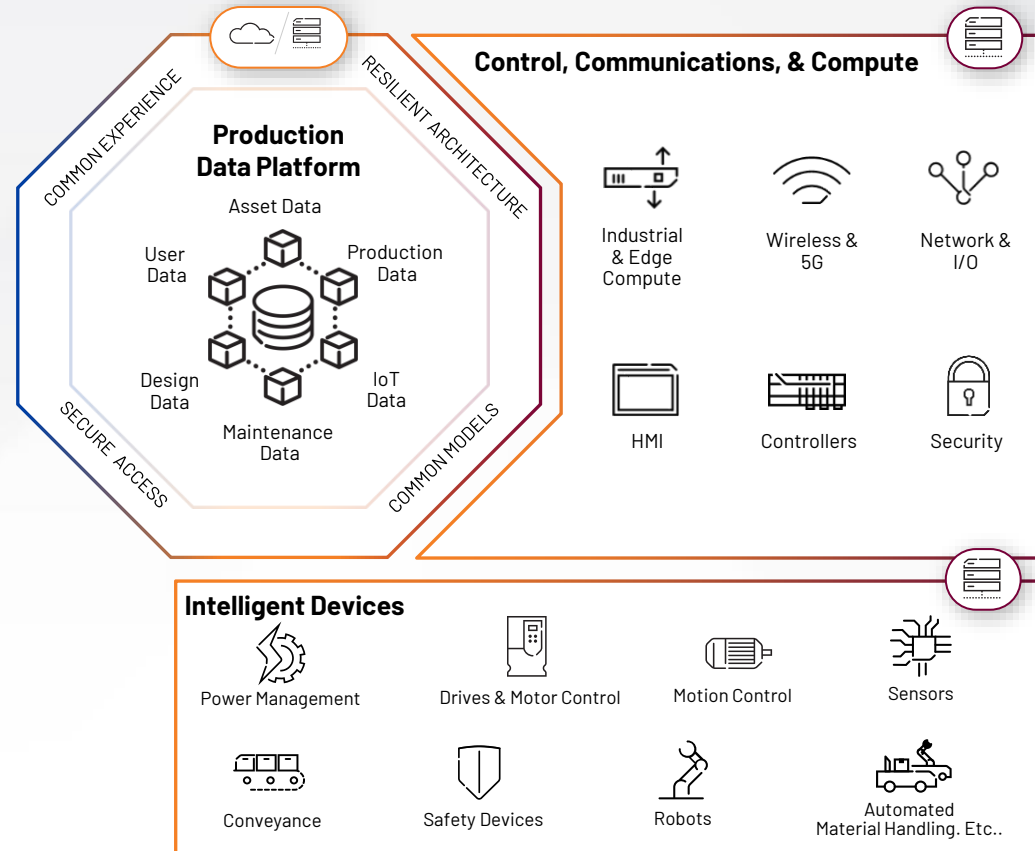


Energy Use Reduction

# The Connected Enterprise Production System



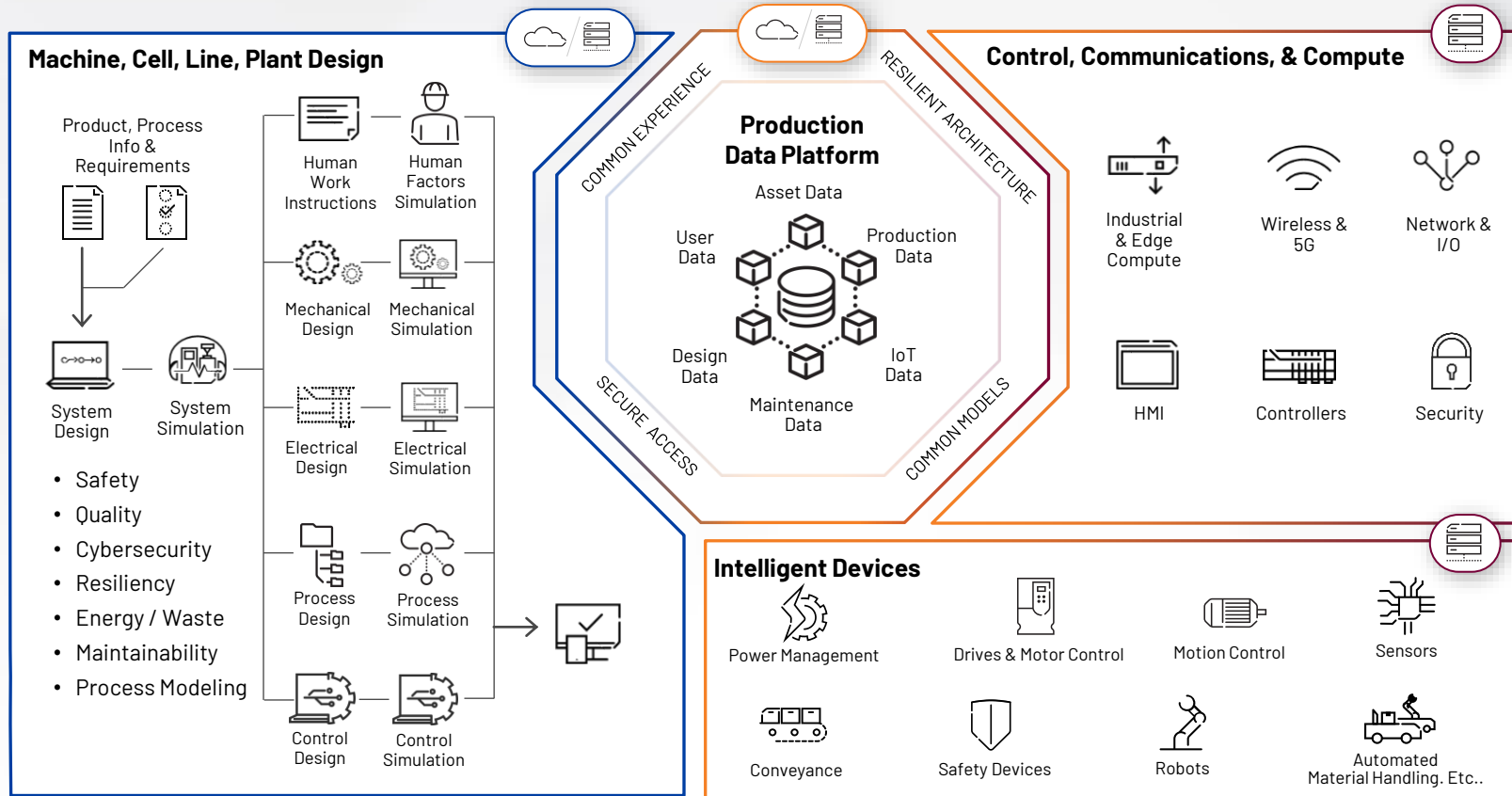
# Core platforms: Smart Devices



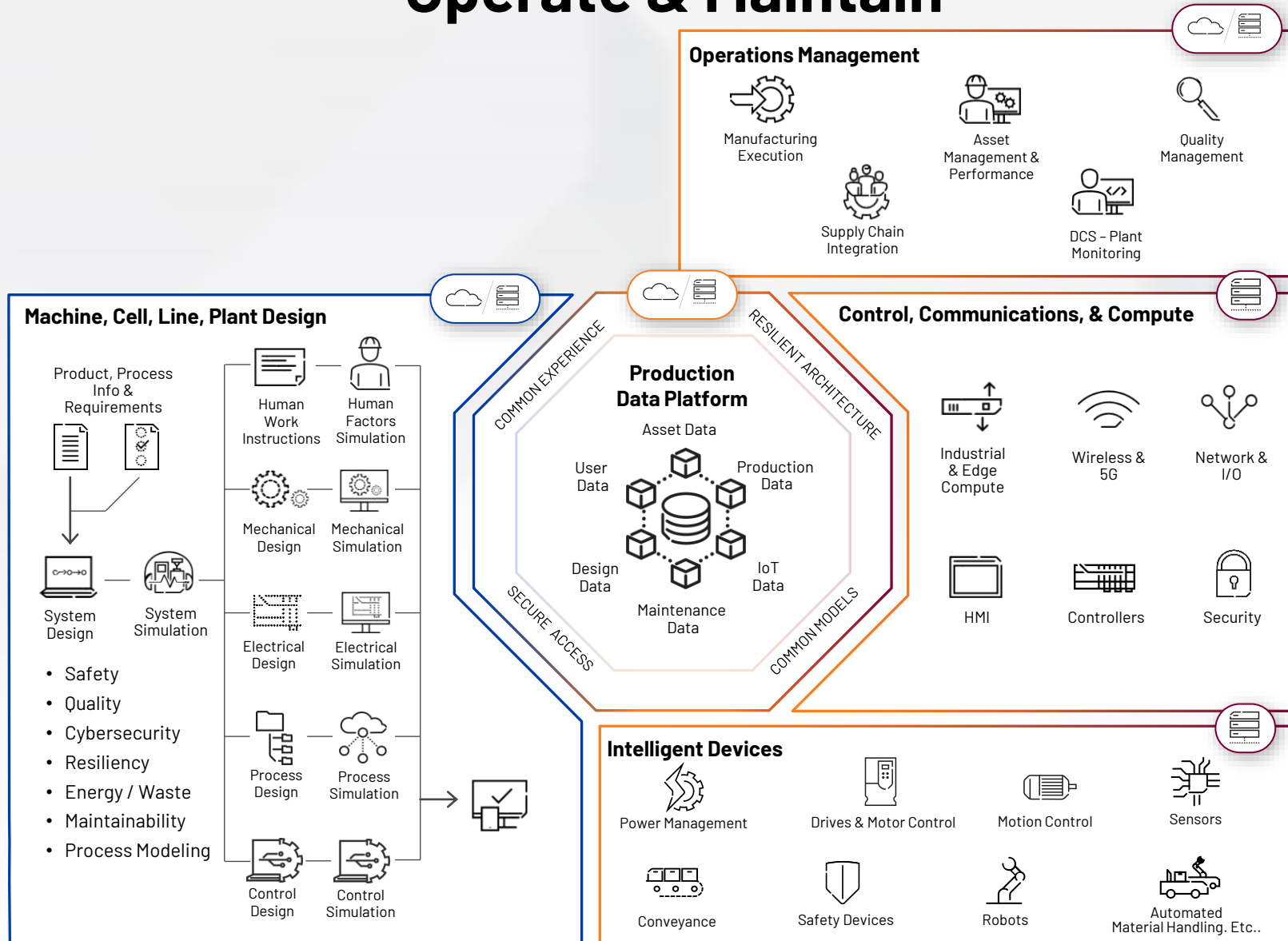
- Smart Machines -



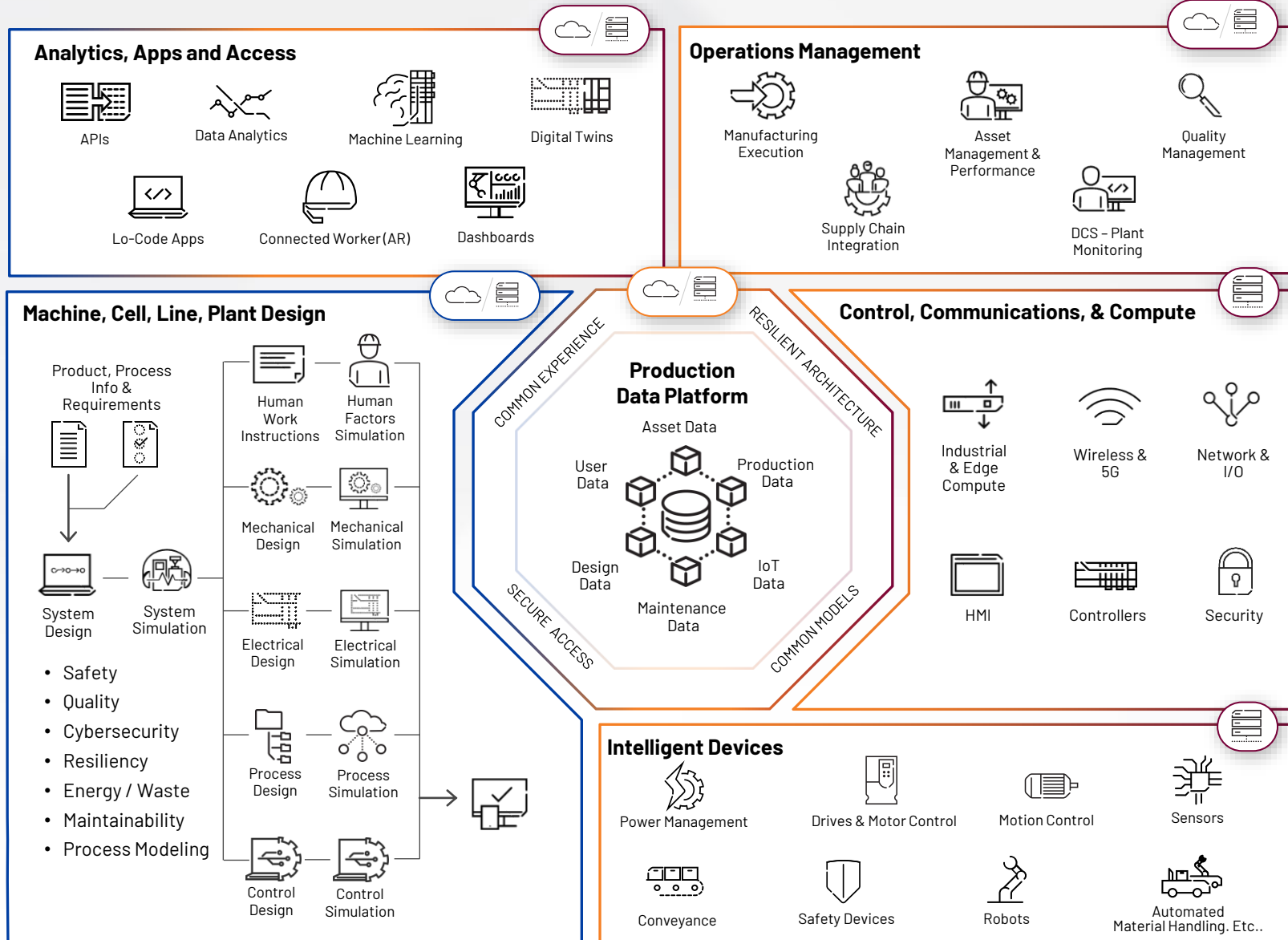
# Design

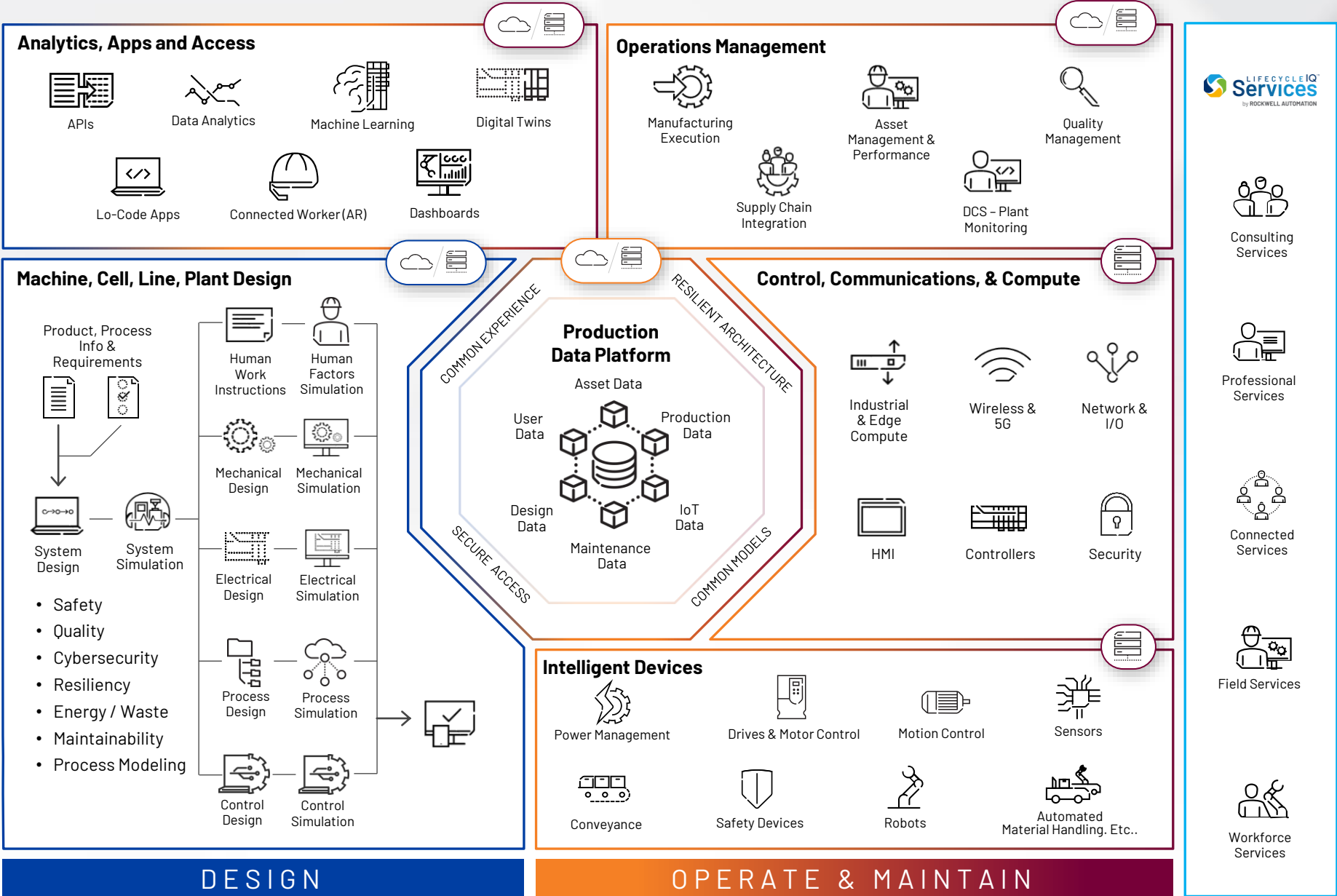


# Operate & Maintain

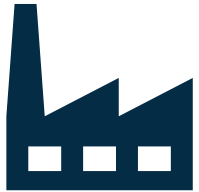


# Analytics



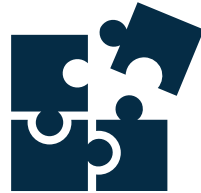


# Digital Engineering



## Throughput Analysis

Optimize throughput design with simulation of dynamic processes



## Virtual Commissioning

Test, verify & commission control systems before they go into service



## Operator Training Systems

Reduce risk by training workforce in a safe, virtual environment



## Machine Prototyping

Design and validate next generation machines with mathematical models

Meet us at Iskraft booth - **Hall 2 E11**



**Rockwell  
Automation**

expanding **human possibility**<sup>®</sup>



[www.rockwellautomation.com](http://www.rockwellautomation.com)