Cleaning up with Data: How Sani-Matic Is Driving Growth and Customer Service Success

Sani-Matic provides specialized cleaning equipment to replace manual processes for companies in the pharmaceutical and food and beverage industries. With both Clean-In-Place (CIP) and Clean-Out-of-Place (COP) solutions for companies of all sizes, Sani-Matic custom-designs equipment to customer specifications to ensure the customers receive an effective, repeatable, and spotless cleaning process. Sani-Matic prioritized a cloud-based software solution that enables customers to automatically collect, record, and analyze cleaning data. This data is proving invaluable for meeting regulatory standards and improving the efficiency and reliability of the cleaning process over time.

Automating Cleaning Processes

Thorough and regular cleaning is key for every food processing and pharmaceutical facility. For those companies, cleaning is both a critical requirement and a significant cost driver, as processes can be time-consuming and resource intensive.

As an innovator in the cleaning equipment industry, Sani-Matic has transformed the cleaning process with automated solutions that create efficiency and reliability to seamlessly meet regulatory requirements.

One of Sani-Matic's long-standing challenges is that customer facilities and equipment are completely unique. Each customer employs different machinery and room configurations and manages different space constraints. This requires that cleaning solutions must be carefully customized to fit each facility.

The extent to which every piece of equipment must be thoroughly cleaned is why Sani-Matic

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"Clean enough is not clean; every piece of equipment must be sanitized completely, every time."

-Product Management Director Peter Barrie

uses 3D modelling software to design the optimum equipment for each customer. The company is always looking to balance two goals: efficiency and complete customer satisfaction.

Proof of Cleanliness

While visual confirmation is an important step in cleaning, full verification requires additional steps. In food production, allergens are a serious concern, with significant liabilities if allergen statements are inaccurate. Allergen swabs are used to validate there are no trace residues. For pharmaceutical manufacturers, potential biological contamination represents a massive challenge—from corrupted trials and testing to fines and legal exposure. The pharmaceutical companies employ precisely engineered lab-based tests that to prove the equipment is completely clean and safe to use.

Regulatory bodies monitor companies to ensure that our food and medications are manufactured in an uncontaminated and safe environment. To satisfy these regulations, detailed cleaning data must be accurately recorded to show that all the standards are met. This includes the duration of cleaning processes, procedural steps followed, chemical concentrations, and temperatures used, and a readout of results.

In the past, these companies have logged cleaning data records manually. But consider the financial pressure of the cleaning process for these companies - while producing foods and drugs represents a profit driver, there is no equivalent for sanitizing equipment. Instead, it is a cost of doing business that ensures customer safety, brand reputation, and the avoidance of legal and regulatory risk. And the people and equipment that are occupied with cleaning represent resources that can't be used for production. For these customers, speed, and reliability of cleaning is paramount.

In response, Sani-Matic has identified an opportunity to increase the value of their offerings. Consistent with their approach to sanitizing, they now offer automated recording and data capture of all cleaning process. This further shortens the cleaning and verification time increases safety and standardization, and reduces the risks of human error during the inspection and logging processes.

Cloud-based Transformation Poised to Revolutionize Cleaning

Sani-Matic initially approached this opportunity with locally deployed inspection solutions. This was a marked improvement over recording everything manually on paper, but Santi-Matic soon realized the opportunity called for a more expansive transformation of the entire cleaning and verification process.

"We considered developing our own cloud platform, but that would have taken considerable expertise, time, and risk," said Barrie. "After all, we're a cleaning solutions pioneer; not a software development company. Fortunately, our research led us to PTC, which provided an IoT platform with ready-made service capabilities for us to quickly build on. It was important that we could draw a clear line from strategy to production and value in the marketplace. And that line needed to be short—so that we could reach an ROI in a rapid timeframe."

Sani-Matic developed SaniTrend Cloud on PTC's ThingWorx IIoT platform as a software-as-a-service product. They used the platform's service optimization solution to help support fast track the features that would meet their customers' most pressing needs. This was consistent with Sani-Matic's larger strategy of providing key value in the short-term, while understanding the business benefit of building on the platform and expanding offerings over time.

First and foremost, SaniTrend Cloud meets FSMA, HACCP, PMO, and 21 CFR Part 11 standards to ensure that all industry cleaning regulations are met. Critical data is automatically collected from each cleaning cycle and presented in easy-to-understand charts.

The data can be securely accessed from anywhere in the form of dashboards, overall equipment effectiveness (OEE) trends, and event history, providing actionable insights into cleaning system operations. It can also be configured to deliver automated email or text alerts so that immediate action can be taken when necessary. This not only provides a clear system of record but enables process improvements to be identified and implemented immediately.

Diving into Customer Data

The primary goal when Sani-Matic first developed data collection software was to record the necessary cleaning compliance data for regulators. Consistent with their embrace of digital transformation, SaniTrend Cloud is now helping to improve customer support. If there is a service call, Sani-Matic service teams can now view data remotely and carry out analysis before making an on-site visit. This means when they arrive, they understand what problem is and are prepared to address it in fewer visits, with a first-time-fix-rate goal in mind.

Anonymized, secure access to cleaning data also helps inform product development for Sani-Matic. Whether it's designing brand-new products or making updates to existing ones, the team can see what works well and what

needs improving – just by looking at the data reported from the cleaning equipment currently being used. They can also see if the equipment is not being used in the way they expected, or if some features are not being used at all.

Just as the data can inform product design, it can also provide insights that can increase operational efficiencies directly for customers. Because Sani-Matic has such a large and diverse customer base, it can gather a large volume of data and identify trends easily. From these trends, Sani-Matic can extract insights and apply learnings to help improve operations across their customer base. The result is better cleaning equipment, used more effectively, to get sanitization standards faster and with greater reliability.

Clean and Secure

Sani-Matic's interest in PTC's SaaS approach to technology is directly aligned with their service-based approach—and it's unlocking significant benefits.

Chief among these benefits is security. In an industry based on earned trust, it's vital that the SaniTrend Cloud can demonstrate data security to its customers. Partnering with PTC allows them to continue to cement their reputation for safety without needing to hire their own team of IT cloud security experts.

By using PTC's trusted ISO-certified data centers, Sani-Matic doesn't need to worry about

the infrastructure. They can just concentrate on what they do best: developing market-leading cleaning equipment and driving greater value through their reporting and analysis software.

"It helps us offer our product at a better price point as we don't have those extra overheads," says Barrie. "PTC is always working on innovating features that customers want, such as single sign-on, so we don't need to worry about that. We can concentrate on developing our software to ease regulatory approval as much as possible and deliver greater insights to improve cleaning processes."

Pharmaceutical and food industries face many regulations to ensure everything we consume is safe, so it is imperative to collect thorough and accurate data on the cleanliness of the manufacturing environment. By automating data collection efforts, Sani-Matic has shifted from using manual, paper-based procedures to automatic ones – taking the human error and guesswork out of critical compliance process. By leveraging PTC technology,

the SaniTrend Cloud is revolutionizing how organizations capture data and unlock insights into their cleaning system operations. By improving customer support, providing visibility into equipment usage, and shedding light on insights that can boost efficiency, Sani-Matic's digital transformation has brought about real, tangible change that is repeatable and reproducible across the organization.

Maximizing the Value of Data with PTC's Service Optimization Solutions

PTC's service optimization solutions enabled rapid implementation of remote service use cases and provided 25-60% faster time-to-value for Sani-Matic. When delivered via a value-ready deployment, the service optimisation solution enables a 35-40% lower total cost of ownership.

Learn more about how you can jumpstart your digital transformation journey to achieve boosted revenue, reduced costs, and increased flexibility.