



# LIVEWORX

A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

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## INDUSTRIAL MACHINERY: A MAJOR PARADIGM SHIFT IN THE IIOT BUSINESS MODEL

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# PRESENTER

Martina Stefanon



*IMA Digital Business Development Manager*



- Expertise & experience in machinery industry
- Specific concentration on service innovation, Industrial IOT and Analytics
- Advisory Board Member of “Quota 8000 Service Innovation Program” TEH Ambrosetti

# BACK IN 2020



*At LiveWorx20, I shared...*

WHERE ARE WE GOING IN THE FUTURE?

**Algorithms as a  
service?**

PRODUCT DEVELOPMENT

*Our vision for future product development.*

# DISRUPTING THE IOT BUSINESS PARADIGMS

## Our Results

### Stayed Ahead



We were able to stay ahead of the market.

### Anticipated



We were able to anticipate customer needs.

### Influenced



We were able to influence our customers' demand.



**BE COURAGEOUS. BE DISRUPTIVE.**

# COMMON ENVIRONMENTS

- Raw or no data collection
- Low or medium level of digitalization
- No in-house data science skills
- Short time to value requirements

Demand for turnkey solutions



# COMPLEX ENVIRONMENTS

- No efficient/streamlined data collection
- In-house data scientist team
- Challenging data sharing
- No effective data insight sharing and visualization

Demand to develop own algorithms



# ADDRESSING THE DIFFERENT ENVIRONMENTS

- Efficient data collection
- Easy to use digital applications
- An out-of-box solution
- Advanced algorithms as a service
- Collaborative architecture
- Centralized data collection & management
- Cloud-based “playground”
- Co-development of algorithms

**Done-For-You  
Solution**

**Done-With-You  
Solution**



# WE CALL IT

## Algomarket

*A-la-carte add-ons*

## Sandbox

*Co-development of strategic algorithms*

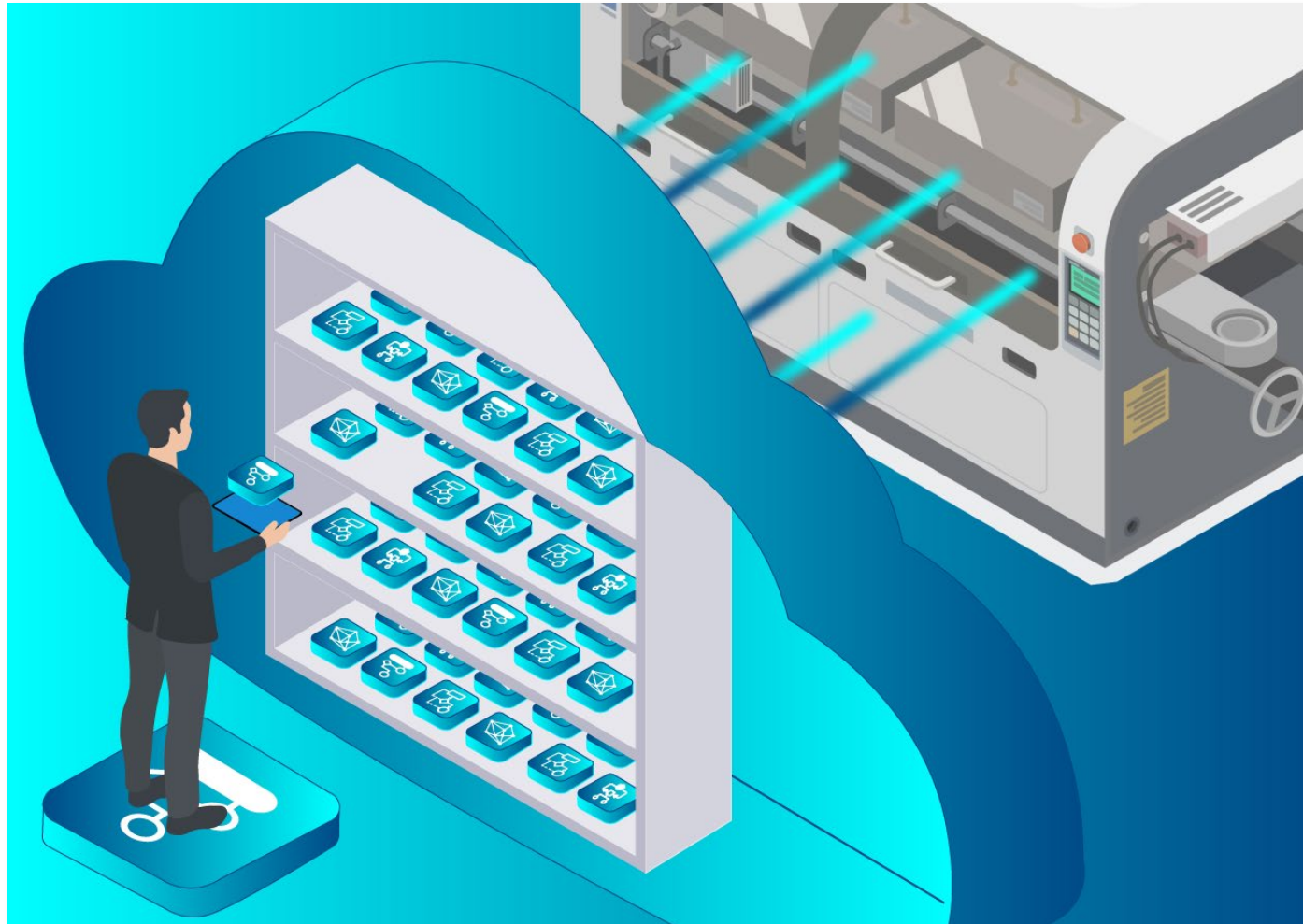
IMA Sentinel





# NEW CUSTOMER JOURNEY

# ALGOMARKET



Democratization  
of advanced  
algorithms

# SANDBOX

Development of  
strategic  
partnerships



# DATA SHARING STRATEGY

- Algomarket and Sandbox developed based on strategy of data sharing
- But was it obvious that our customers would agree to share data?
- How did we bring them to accept data sharing?

**LESSON LEARNED-** Courage pays off if you have the right value proposition.

# KEY ENABLING FACTORS

We needed an **in-house**, **highly-qualified** team.





# MARKET REACTION

# BOOST EFFICIENCY AND FUN



## Problem

Need to increase OEE

## Solution

Easy to use suggestions for operators available on mobile devices based on advanced benchmarking algorithms

## Impact

- 7.6 % increase in OEE in 3 months
- Involved machine operators
- Positive competition



# TAMING COMPLEXITY

## Problem

Extract value from data within performance management and process analysis.

## Solution

- Collaborative architecture with central data collection and management
- Network of complex algorithms
- Sentinel platform able to rapidly express value

## Impact

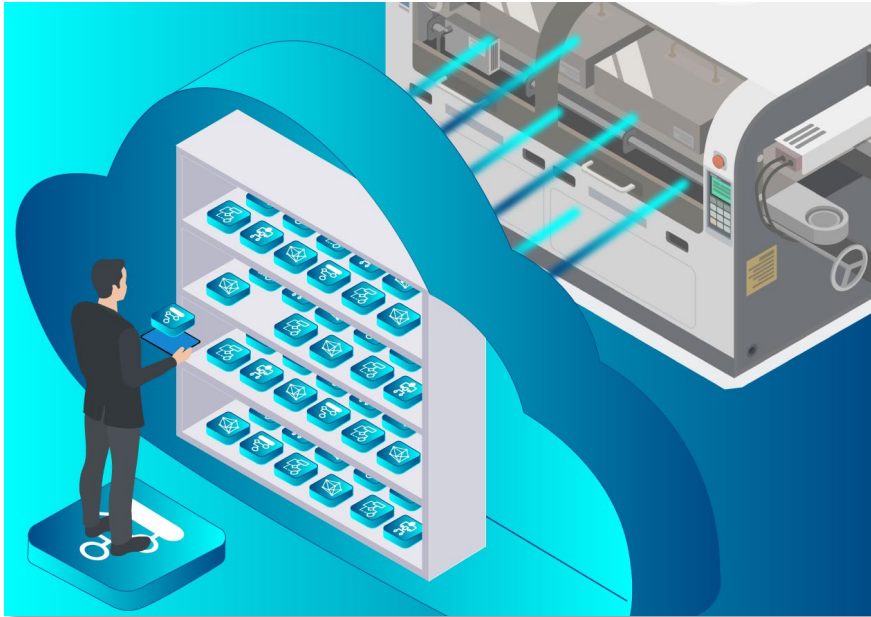
- 98% predictive accuracy to prevent loss of millions
- Identification of hidden anomalies otherwise impossible to detect
- Time saving of 3 days for each single analysis



# LESSON LEARNED

## Algomarket

*A-la-carte add-ons.*



## Sandbox

*Co-development of strategic algorithms*





Having a team of very technically skilled people, steered by highly experienced and visionary business developers, enables attractive and effective value propositions anticipating market needs.



**BE COURAGEOUS. BE DISRUPTIVE.**

# WHY NOT YOU?

You *can have* similar results.

## Stay Ahead



Stay ahead of your market.

## Anticipate



Anticipate your customers' needs.

## Influence



Influence your customers' demand.



# QUESTIONS?

Thank you! You can find me at:



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# THANK YOU

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