



ptc

LIVEWORX

A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

SESSION ID: **PL1167B**

Digital Transformation journey leveraging PLM

SPEAKER(s): Gabriele Grassi

Digital Innovation & Communication
Director - E80 Group

Paolo Morellini

IT & Continuous Improvement Director
E80 Group

Manfredo D'Alessandro Caprice

Industry Leader Manufacturing
Lutech CDM Group

Monday, May 15 - 2:15 PM - 2:45 PM EDT

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PL1167B - Digital Transformation journey leveraging PLM



Paolo Morellini



*IT & Continuous Improvement
Director - E80 Group*



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PL1167B - Digital Transformation journey leveraging PLM

This session explores how an Italian-based global company with 14 branches develops automated and integrated intralogistics solutions, from hardware to software, for manufacturers of high-volume consumer products mainly in the food, beverage, and tissue sectors.

Using CAD, IoT, AR, and a comprehensive PLM solution learn how they support their digital transformation journey with PTC and PTC partner Lutech CDM.



PL1167B - Digital Transformation journey leveraging PLM

KTA 1: Learn how to establish and maintain relationships with your CxO organization to ensure their commitment to Digital Transformation.

KTA 2: Learn how this mid-size mechatronic manufacturing company eliminates corporate silos to reduce barriers between data repositories and organization units.

KTA 3: Get details on how E80 Group SPA is creating a Digital Continuity experience.





WHO IN THE WORLD IS E80 GROUP ?

E80 GROUP - VISION



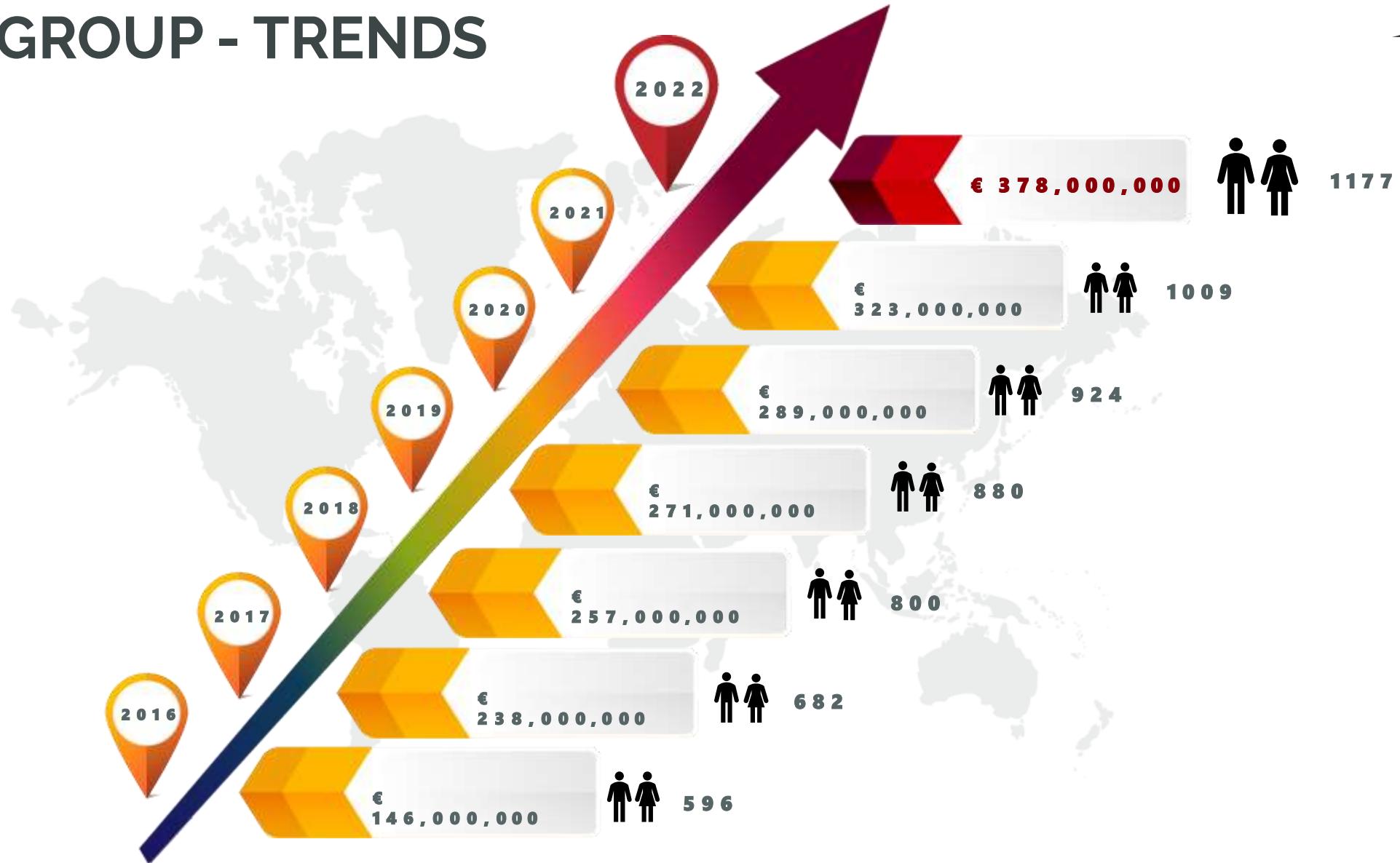
E80 Group aspires to **constantly interpret the needs of the intralogistics market and to surprise it with innovations** to guarantee our customers, collaborators and partners a future driven by business efficiency and sustainability. Our continuous evolution leads us to think that **action is essential in improving the imperfections of our successes** and in not suffering the successes of others.

E80 GROUP - MISSION



Enhance the value of customers, collaborators and partners, thanks to the courage to dare through innovation, with **the aim of solving and connecting the new digital world of intralogistics.**

E80 GROUP - TRENDS



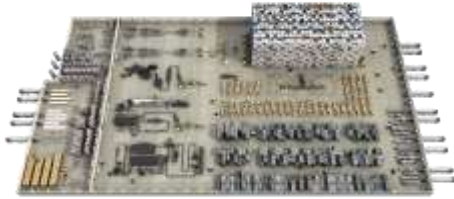
E80 GROUP - SUBSIDIARIES



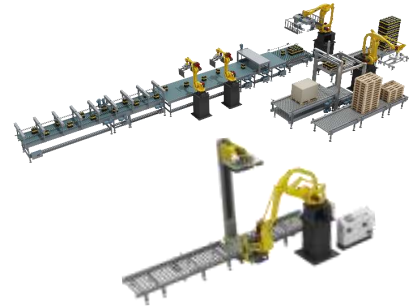
E80 GROUP - TRANSFORM YOUR FACTORY



SYSTEMS AND SOLUTIONS INSTALLED WORLDWIDE



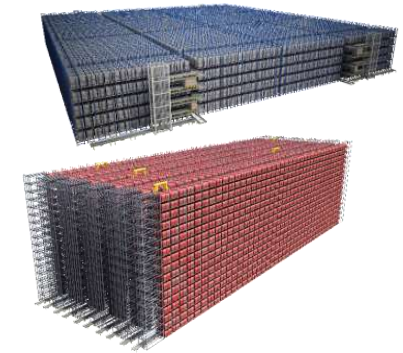
**MORE
THAN
400
INTEGRATED
FACTORIES**



**MORE
THAN
2,700
ROBOTIC
SYSTEMS**



**MORE
THAN
7,000
LGVs / AGVs**



**50
HIGH-DENSITY
AUTOMATED
WAREHOUSES
SINCE 2016**



BEVERAGE



FOOD



TISSUE



OTHER

E80 GROUP - SOFTWARE PLATFORM



SMART DECISION MAKER

SDM is the core module of the SM.I.LE80 system that oversees all the logistic operations.



WAREHOUSE MANAGEMENT SYSTEM

WMS communicates with the ERP and manages all warehouse operations, both manual and automatic.



MACHINE INTEGRATION PLATFORM

MIP integrates and controls all the automated systems installed in the plant to automate all production processes.



TOTAL PRODUCT TRACEABILITY

TPT is the module that ensures the total traceability of products within the plant or distribution centers.



TRANSPORT MANAGEMENT SYSTEM

TMS provides efficient shipping management and planning for production plants and distribution centers.



YARD MANAGEMENT SYSTEM

YMS oversees, manages and tracks trucks, trailers and containers in the yard of a production plant, warehouse or DC.



EASY CONNECTING SOLUTION

ECS is the module that monitors all systems performance, to promptly identify issues or inefficiencies.



LGV/AGV SERIES

PALLET CONTROL SYSTEMS



PALLETIZING SYSTEMS



COMPACT END-OF-LINE SOLUTIONS



STRETCH WRAPPING SYSTEMS



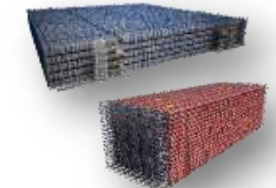
ROBOTIC LABELERS



LAYER PICKING SYSTEMS



HIGH-DENSITY AUTOMATED WAREHOUSES



E80 GROUP - FULLY INTEGRATED SOLUTION

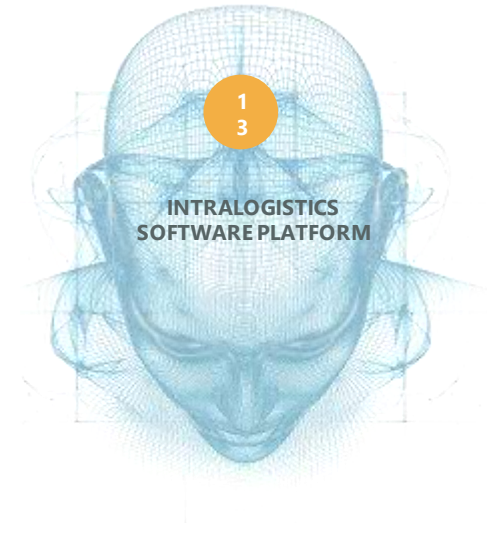
- 1**
INBOUND PACKAGING/ RAW MATERIALS
- 3**
PACKAGING/RAW MATERIALS STORAGE
- 5**
FEEDING PRODUCTION LINE WITH PACKAGING MATERIALS
- 7**
LASER GUIDED VEHICLES (LGVs)
- 9**
STORAGE SOLUTIONS WITH LGVs
- 1 1**
STAGING WITH LGVs
- 2**
PALLET SHAPE CONTROL
- 4**
EMPTY PALLET INSPECTION
- 6**
PALLETIZING SYSTEMS, STRETCH WRAPPING & LABELING SOLUTIONS
- 8**
HIGH-DENSITY AUTOMATED WAREHOUSES
- 1 0**
LAYER PICKING SOLUTIONS WITH AGVs
- 1 2**
TRUCK LOADING /UNLOADING & YARD MANAGEMENT



RAW MATERIALS AND PROCESSING AREA

PACKAGING AREA

FINISHED PRODUCT HANDLING & SHIPPING

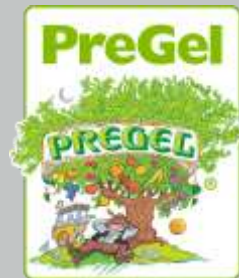


INTRALOGISTICS SOFTWARE PLATFORM

E80 GROUP - BEVERAGE INDUSTRIES



E80 GROUP - FOOD INDUSTRIES



E80 GROUP - TISSUE AND OTHER INDUSTRIES



PORCELANOSA



A photograph of a modern industrial factory floor. Several large yellow robotic arms are visible, positioned over a complex metal structure that appears to be part of a production line or material handling system. The ceiling is made of exposed wooden beams, and the floor is polished and reflective. A yellow safety barrier is in the foreground.

END-TO-END INTRALOGISTICS SOLUTIONS



E80 Street Program Paolo Morellini



E80 Street Program



As the IT Director of E80 Group, I am co-leading a program of Digital Transformation a.k.a. **E80 Street Program**.

Initial needs:

1. Eliminating corporate silos
2. Support a cross-functional integration.
3. Streamlining processes
4. Improve user & employee experience
5. Encourage knowledge sharing
6. Enhancing flexibility to face business changes and growing
7. Better quality products and services, shorter response times
8. Measure to improve



E80 Street Program



The primary goal of this program is to shift our mindset from an "artisan" approach to a more **structured industry** approach in order to keep pace with our **fast-growing business** and leverage our **knowledge-intensive workforce**.

A small artisan may manage everything "at a glance" and **keep everyone connected as a coach does in the locker room**. But the **locker room becomes soon small for a rapidly expanding team**.

A small artisanal approach is sufficient for a small-scale operation but becomes inadequate as the organization grows fast.

Sharp clear, but what to do - when and how ?

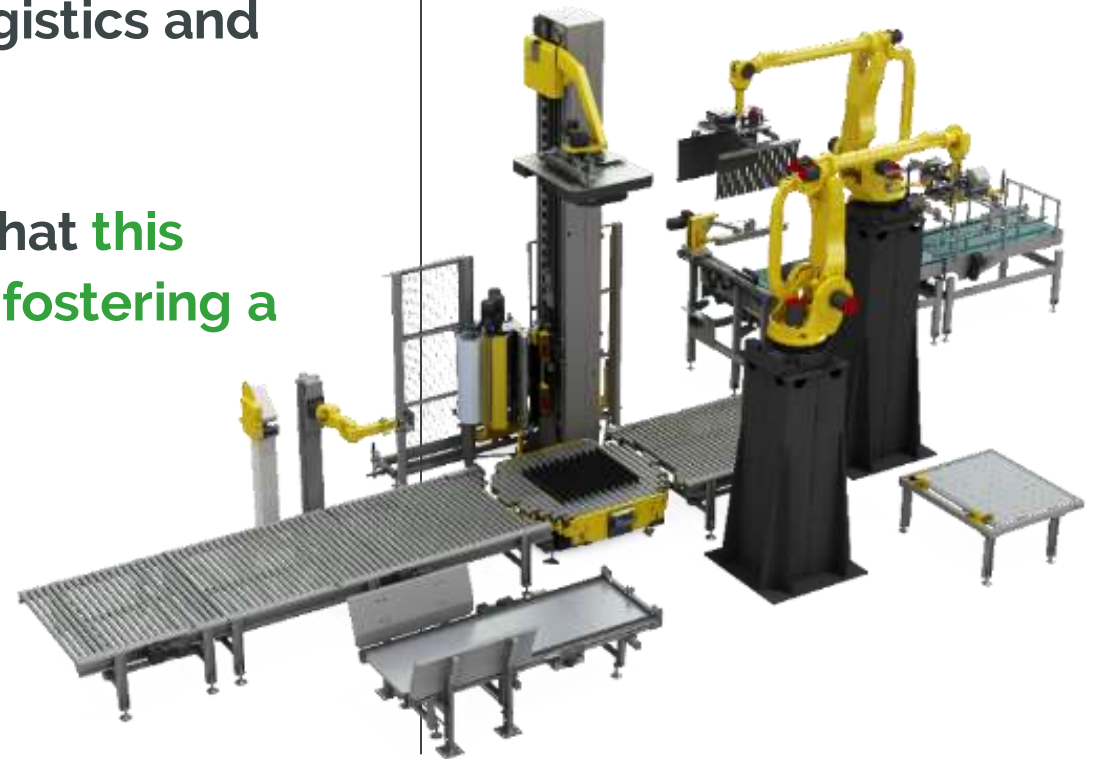


E80 Street Program



To facilitate this transformation, we decided to implement state-of-the-art technologies such as PLM, ERP, CRM, BI, IPaaS, AR, AI etc. to streamline our processes, as well as to optimize our operations across manufacturing, supply chain, logistics and customer service.

However, it is much more important to recognize that **this transformation is not about technology, but about fostering a culture of collaboration and knowledge sharing that will enable us to fully leverage the expertise of our employees and stay ahead of the competition.**



E80 Street Program



What does it mean "Digital Transformation" by E80 ?

1. Capture and share knowledge.
2. Increase agility to through continuous improvement.
3. Ensure consistency between processes and tools.
4. Maintain data accuracy and consistency.

Knowledge it is our most important asset, it is critical for E80 to capture both tacit and explicit knowledge and promote knowledge sharing across the organization without imposing any undue charges.

Digital transformation enables greater agility and adaptability to changes in the business environment, as continuous improvement becomes an integral part of the organization's culture and operations.



E80 Street Program



Knowledge Management by Digital Continuity.

By investing in new digital tools and processes, **the organization can improve the skills and capabilities of its employees, enhance knowledge-sharing, and create a more skilled, agile and innovative workforce** that is better equipped to meet the evolving needs of the market.

The Digital Transformation program can help attract and retain top talent by providing employees with access to state-of-the-art technologies and opportunities for self-growth and development.



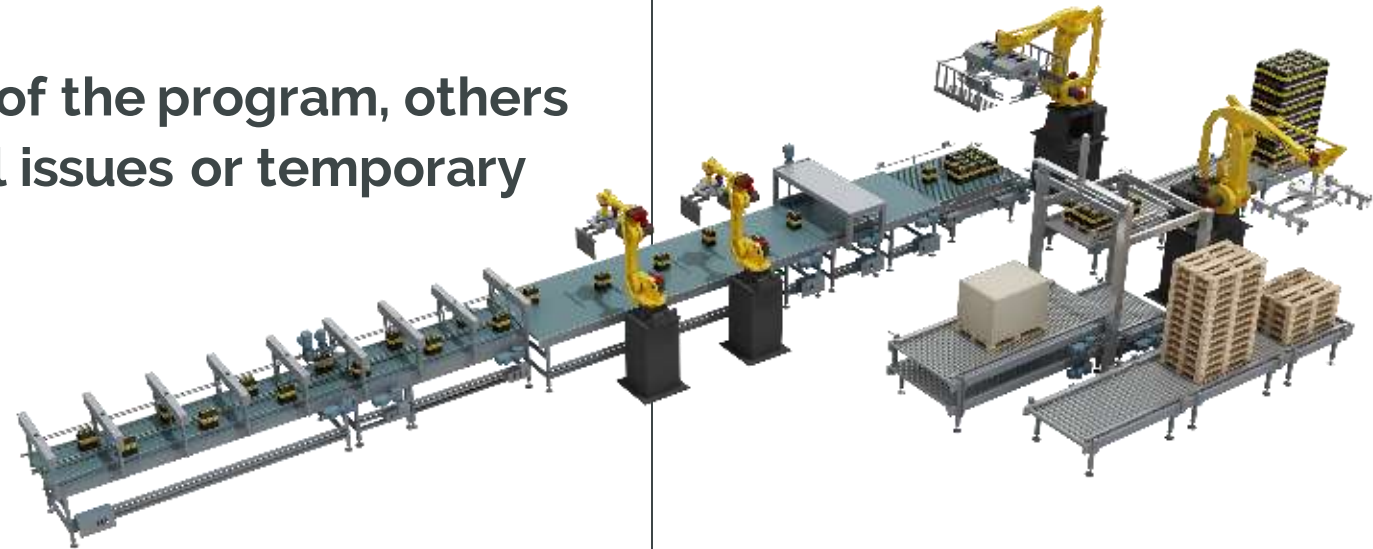
E80 Street Program



KTA1 - Relationships with CxO to ensure commitment

To successfully implement this program, I need to address the concerns and **gain the support** of various internal stakeholders, including **Shareholders, C-level executives**, middle managers, process owners, and end-users.

While some stakeholders are supportive of the program, others have expressed concerns about potential issues or temporary productivity loss.



E80 Street Program



KTA1 - In response to these concerns, I gave a clear and compelling vision for the program, involve key stakeholders in the program design process, focus on quick wins and progress tracking, communicate progress regularly, provide training and support for employees ... etc. etc.

... as per usual **PM best practices**

- open and transparent communication
- demonstrate the value proposition
- use concrete examples and data
- stay aligned with the company's business goals
- communicate regularly
- be flexible: be open to feedback
- face-to-face meetings
- engage C-level people in decision-making
- celebrate the successes



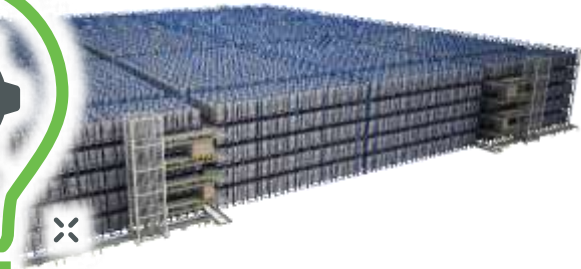
E80 Street Program



KTA1 - Help C-Level people understand that **"this is not an IT project"**, but a strategic initiative that will benefit the entire organization:

1. it's a cultural and organizational change that requires leadership and support from all levels of the organization
2. a long-term strategic initiative that requires ongoing attention and support
3. a company-wide initiative that requires the involvement and support of all stakeholders

The digital tools are just one piece of the puzzle: **the real value comes from the strategic decisions and actions taken by the organization to leverage these tools for improving operations and achieving business goals.**



E80 Street Program



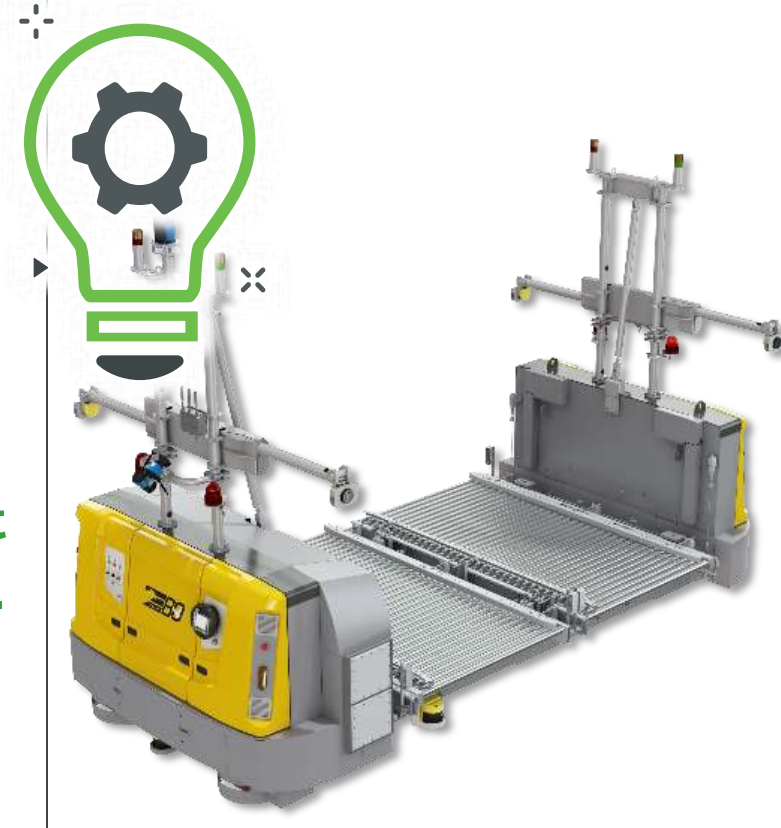
KTA1 - Adopt a "*do-ut-des*" approach, which means "I give so that you may give" in Latin. This approach involves giving something of value in exchange for something else of value.

Giving value to the different stakeholders in the organization in exchange for their support and commitment to the program.

example of the Mechanical Engineers: IND, ECM vs. new UX

You can create a culture of collaboration and mutual benefit that is essential for the success of the digital transformation program.

A continuous improvement "compliant" approach.



E80 Street Program

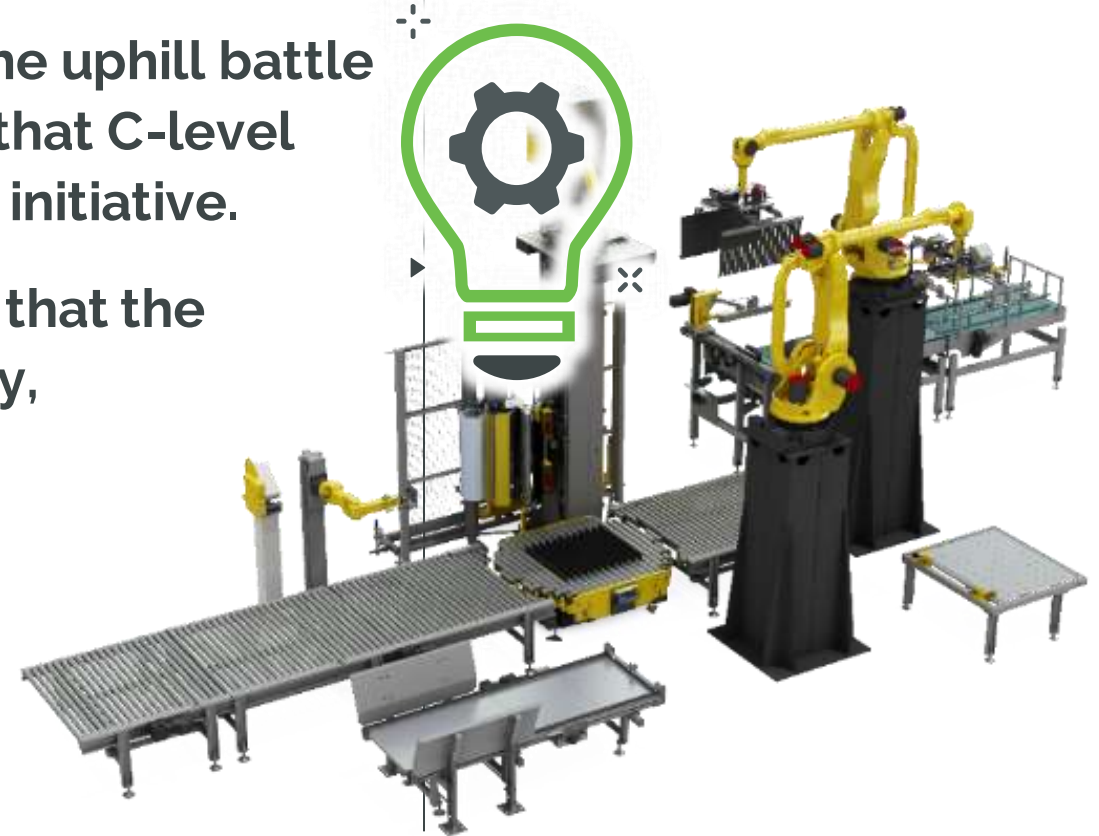


KTA1 - The C-Level people should **stay a bit uncomfortable** all over the digital transformation timeframe.

All functions within the organization understand the uphill battle and are willing to support the initiative, so ensure that C-level executives remain engaged and committed to the initiative.

This requires striking a balance between ensuring that the program does not disrupt customer service, quality, or other critical business functions, while also **promoting a sense of shared responsibility** and engagement across the organization.

A program that is too easy or painless may result in a lack of commitment.



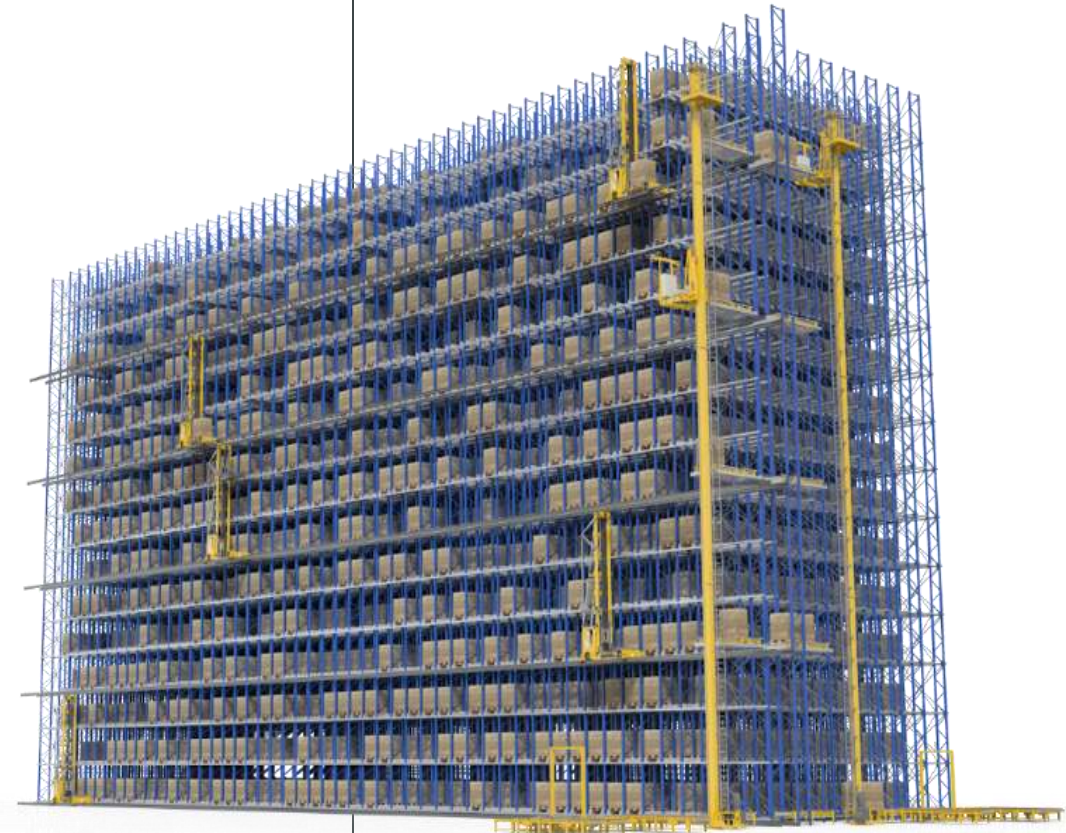
E80 Street Program

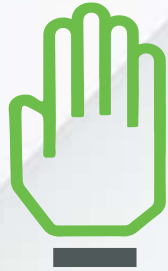


KTA1 - Relationships with CxO to ensure commitment

Reminds:

- this is not an IT project
- "do-ut-des" approach
- stay a bit uncomfortable





QUESTIONS?

Thank you! You can find me at:



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KTA2: eliminates corporate silos

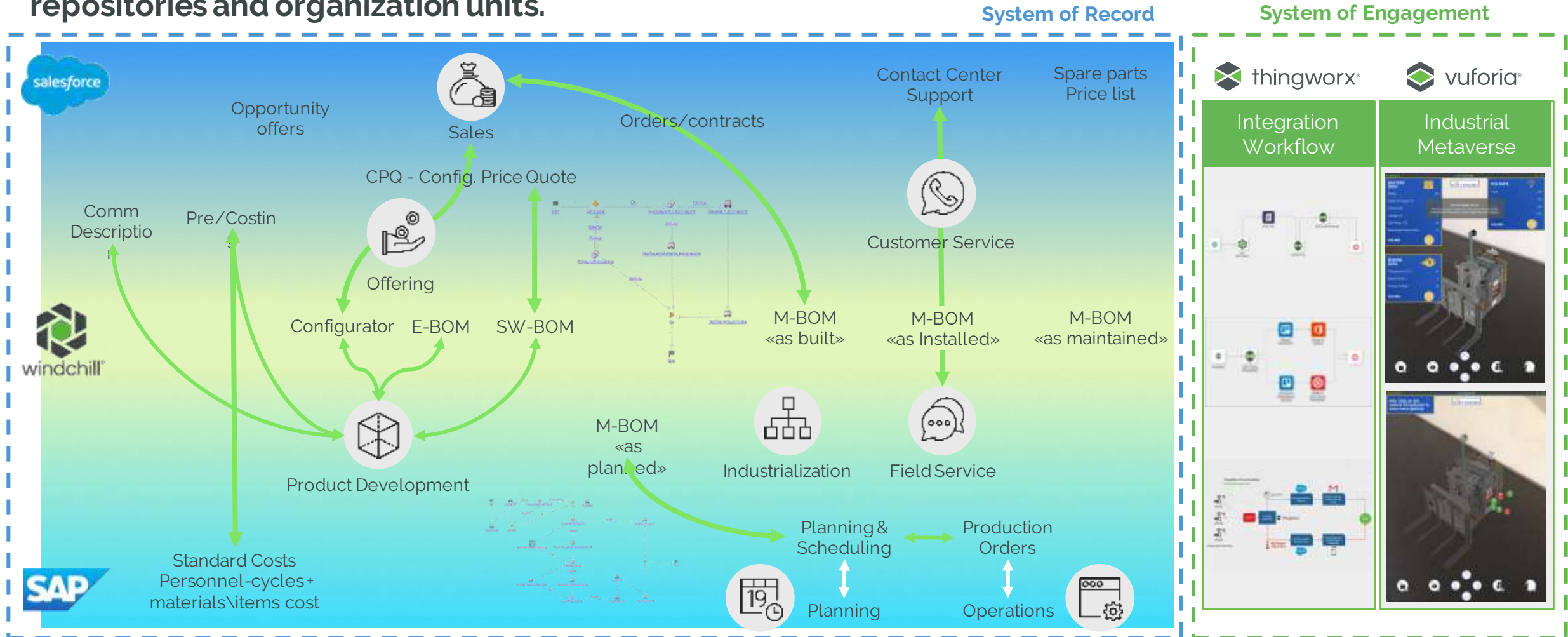
KTA3: creating a digital continuity

Manfredo D'Alessandro Caprice

PTC LiveWorx 2023

Breakout Session PL1167B: Digital Transformation Journey leveraging PLM

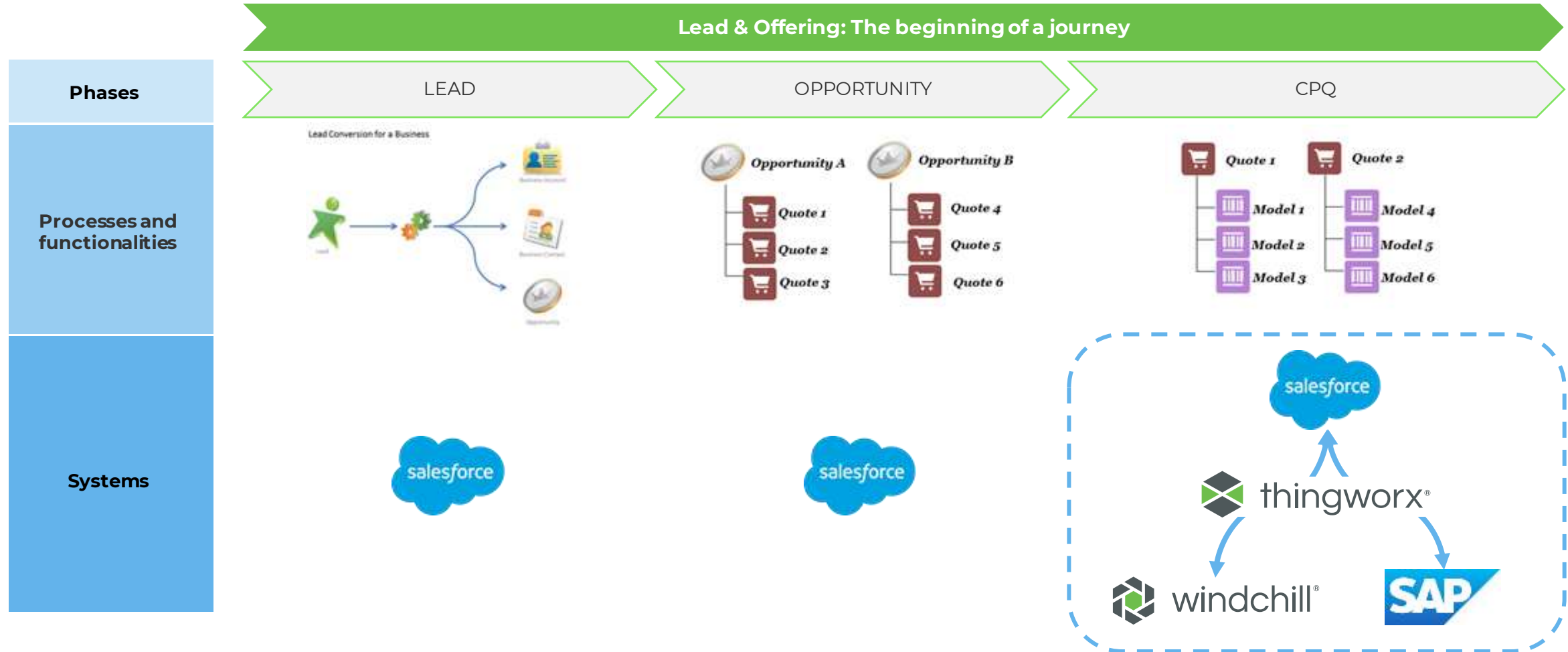
KTA2: how E80 eliminates corporate silos to reduce barriers between data repositories and organization units.



PTC LiveWorx 2023

Breakout Session PL1167B: Digital Transformation Journey Leveraging PLM

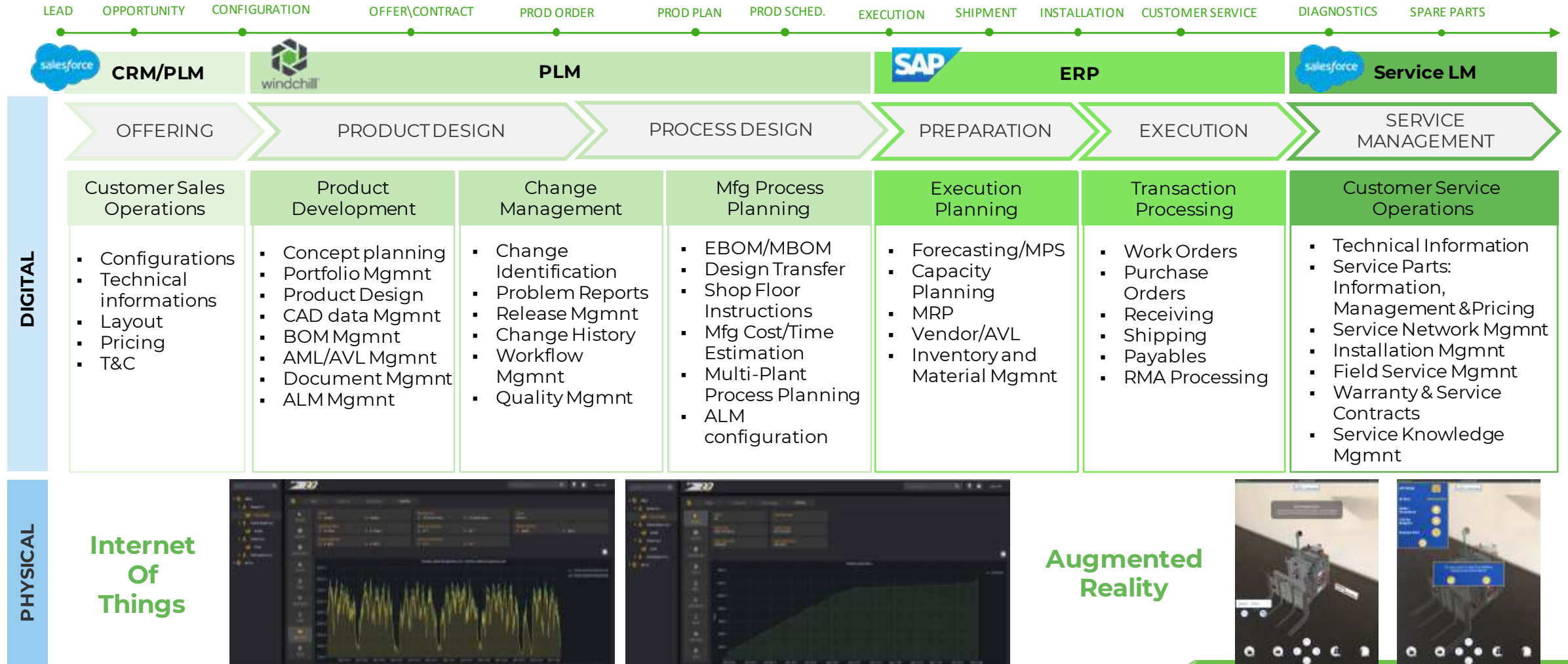
KTA3: how E80 is creating a digital continuity experience.



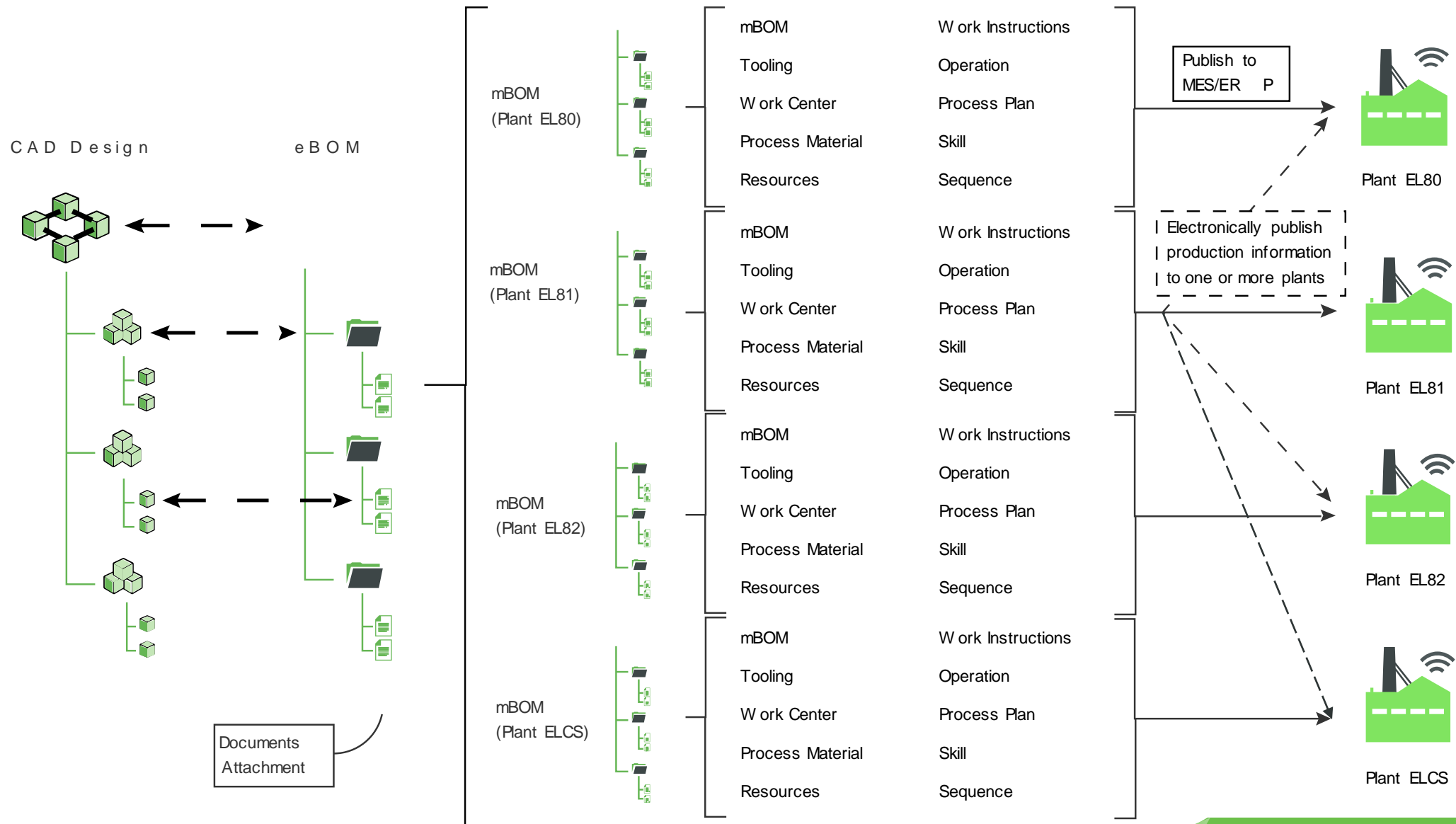
PTC LiveWorx 2023

Breakout Session PL1167B: Digital Transformation Journey Leveraging PLM

KTA3: how E80 is creating a digital continuity experience.



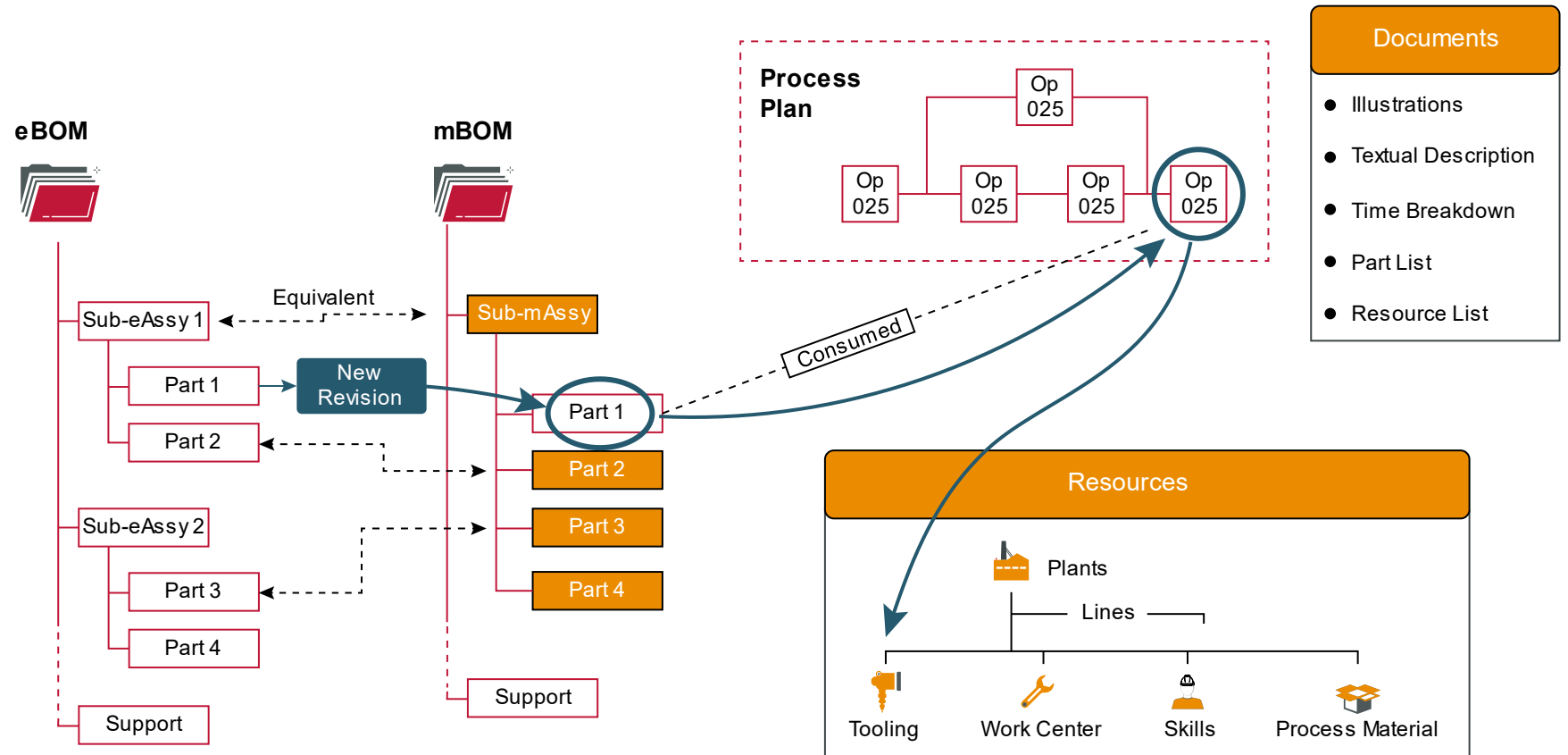
Integrated enterprise with multi CAD

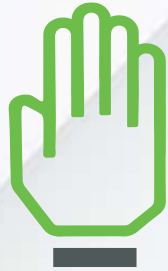


Change Management

Change Management allows both Engineering and Production deliverables to be subjected to a single modification process.

- mBOMs and eBOMs creation
- Document creation, management and publication of cycle processes, cards and instructions
- Associative transformation of BOMs
- Management of production plants and resources
- A single modification process for engineering and manufacturing





QUESTIONS?

Thank you! You can find me at:



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the Digital Strategy

Gabriele Grassi

E80 - the Digital Strategy

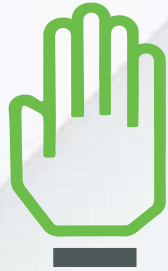
add video clip



**WE REGENERATE OUR EXPERIENCES
TO ENSURE CONTINUOUS IMPROVEMENT.**

- Eliminating corporate silos** to support the cross-functional integration
- Streamlining processes and optimizing time** to ensure an improved user & employee experience
- Facilitating data-access** to encourage knowledge sharing
- Measuring to improve**
- Boosting the Group's performance** to support company and individual growth
- Enhancing flexibility** in responsiveness to business changes
- Guaranteeing **better quality products and services** for customers, with shorter response times





QUESTIONS?

Thank you! You can find me at:



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LIVEWORX
A NEW ERA IN PRODUCT LIFECYCLE INNOVATION

THANK YOU

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