



Digital Transformation in the Print Media Industry – how to drive the change?

IARIGAI-CONFERENCE, STUTTGART 16.09.2019

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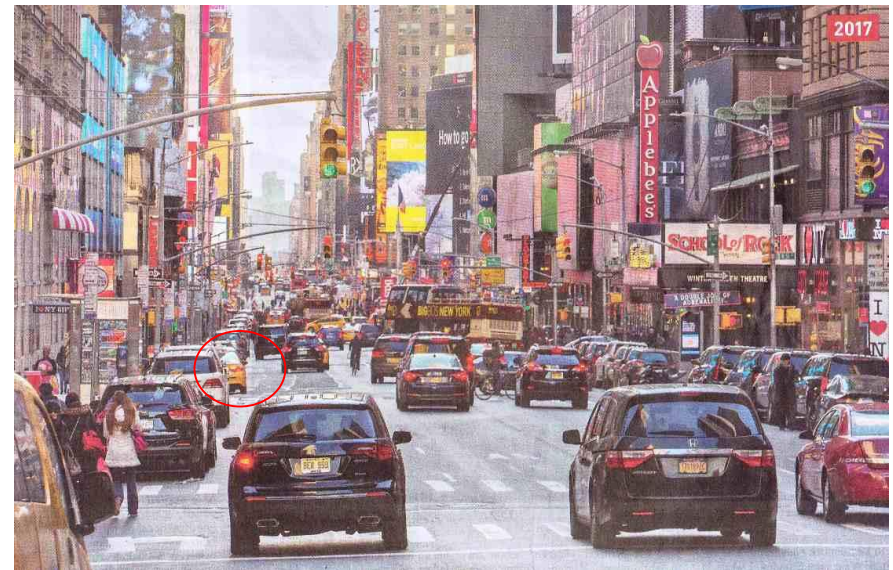


Digital Innovation

The power of digital business models



New York: 7th Avenue 2012



New York: 7th Avenue 2017

What is going on?

Source: FAS 05.02.2017



The future is digital

Change is the new normal

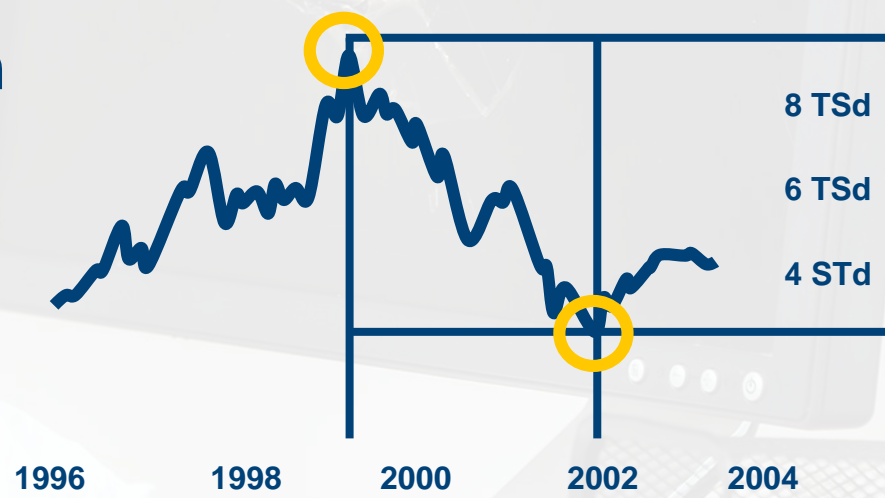
- *Print in the digital world*
- *The way to Industry 4.0*



The 1st wave
„Am I in or what?“

AOL 1998

Die DotCom Crash.





The 2nd Wave

- We created our digital twin in social media, in the digital world. It is supposed to mirror us.
- Transparency of offers, pricing, services in the online and offline world.



The 3rd Wave
Digital economy of things
The internet is changing the real world and influencing our behaviour in the real world.





The future is digital

Change is the new normal

- *Print in the digital world*
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Heidelberg. Facts & Figures



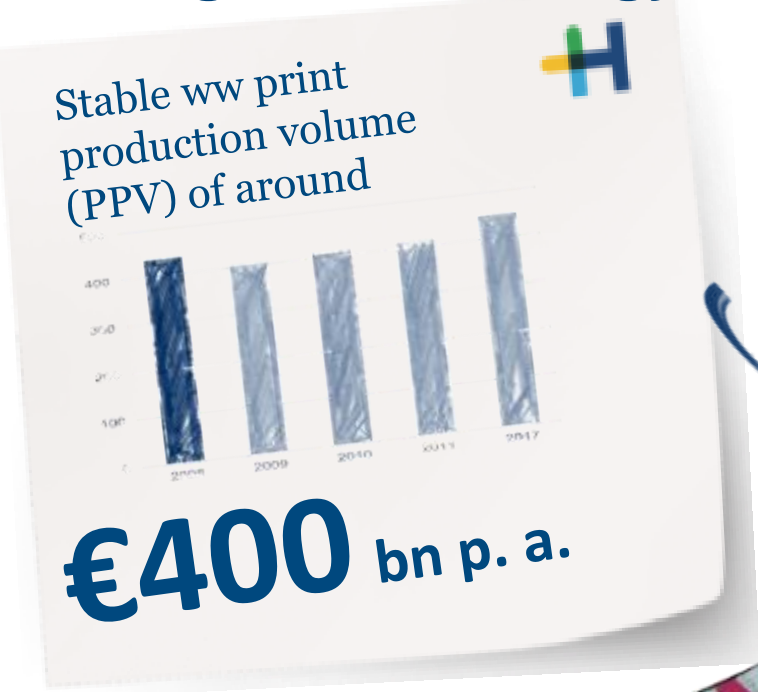


Print is everywhere And print is not dead





Print-Media-Industry: Stable market Change in technology and portfolio



Print ... Developing from „black art“ to industrial production




**From small
Craft
workshop**



... to industrialized production.



The future is digital

Change is the new normal

- *Print in the digital world*
- *The way to Industry 4.0*



The Heidelberg Cloud.

IoT as key to data driven services and business models

13.000+ Machines
28.000 Prinect Modules
Connected to internet

(96% all new equipment
From FY18)

250T Service calls p.a.
~1.000 white papers p.a.



Big Data Services

- Predictive Monitoring
- Performance Services

Real-time Services

- eCall®
- Netprofiler

HEIDELBERG
Heidelberg Assistant.

Print Shop.

- Service Status
- Performance Analysis
- Prinect Product Catalog

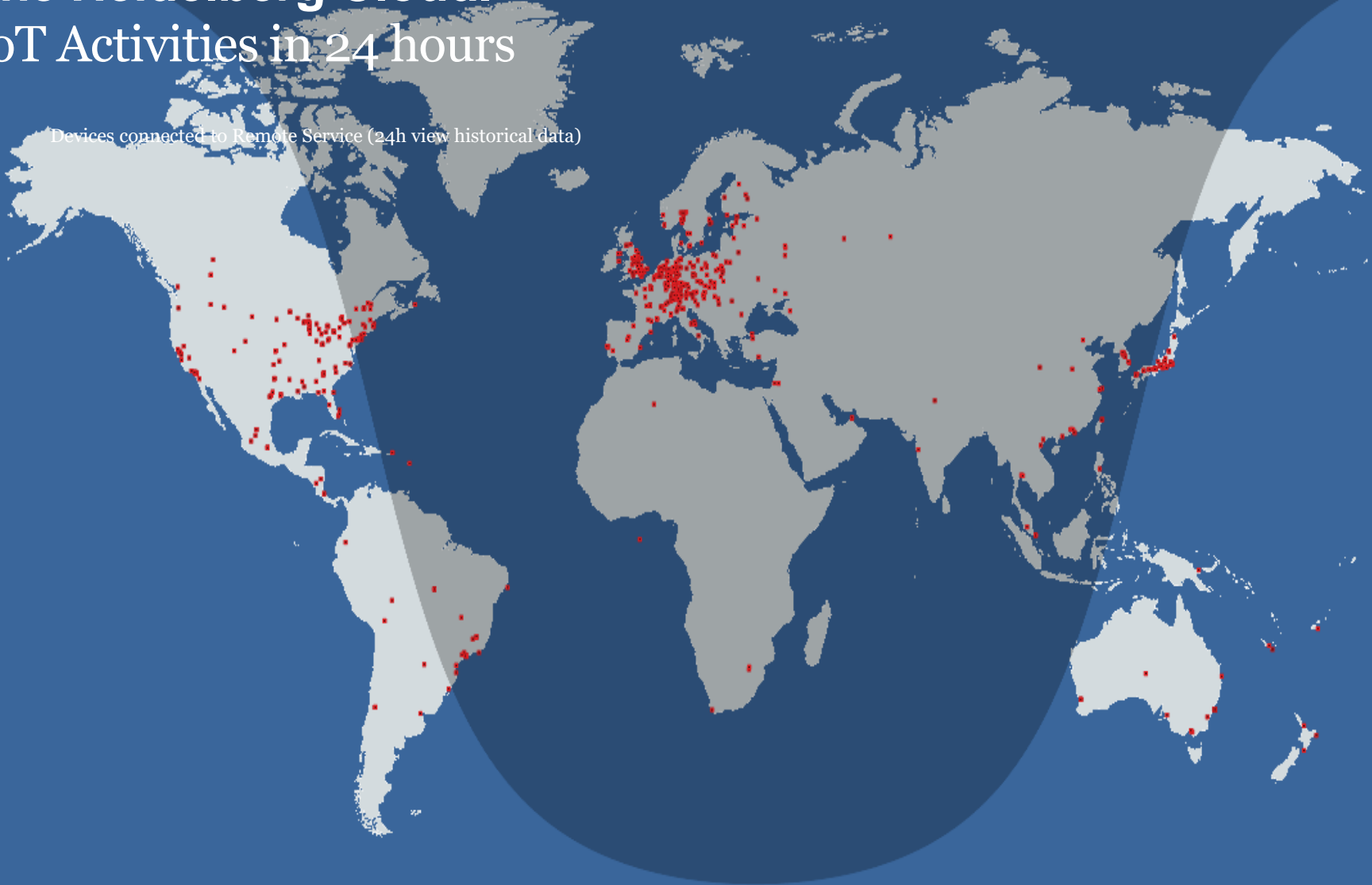
Administration.

- My Profile
- My Service Contracts
- My Software Contracts



The Heidelberg Cloud. IoT Activities in 24 hours

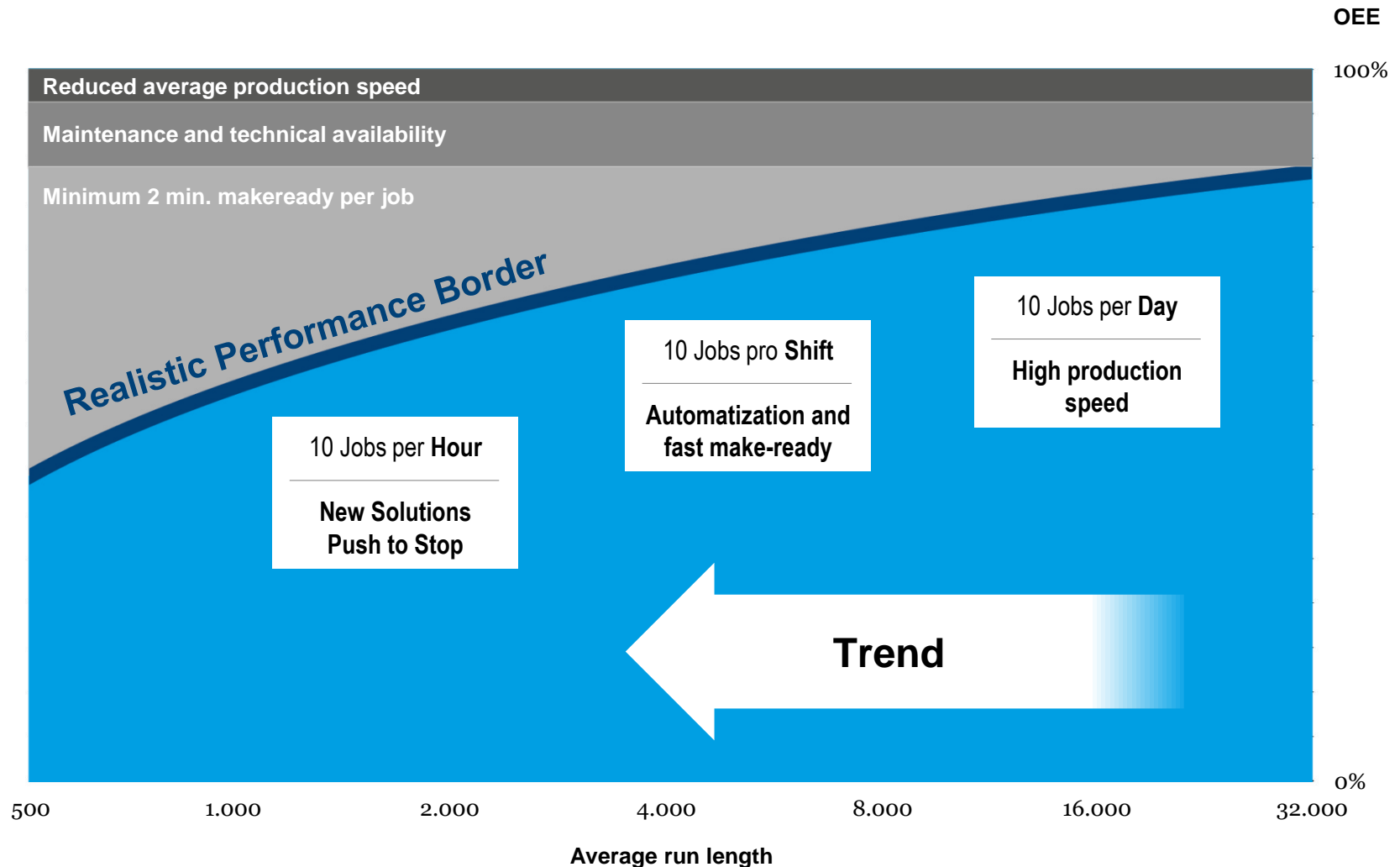
Devices connected to Remote Service (24h view historical data)





Industrial printing means operational excellence

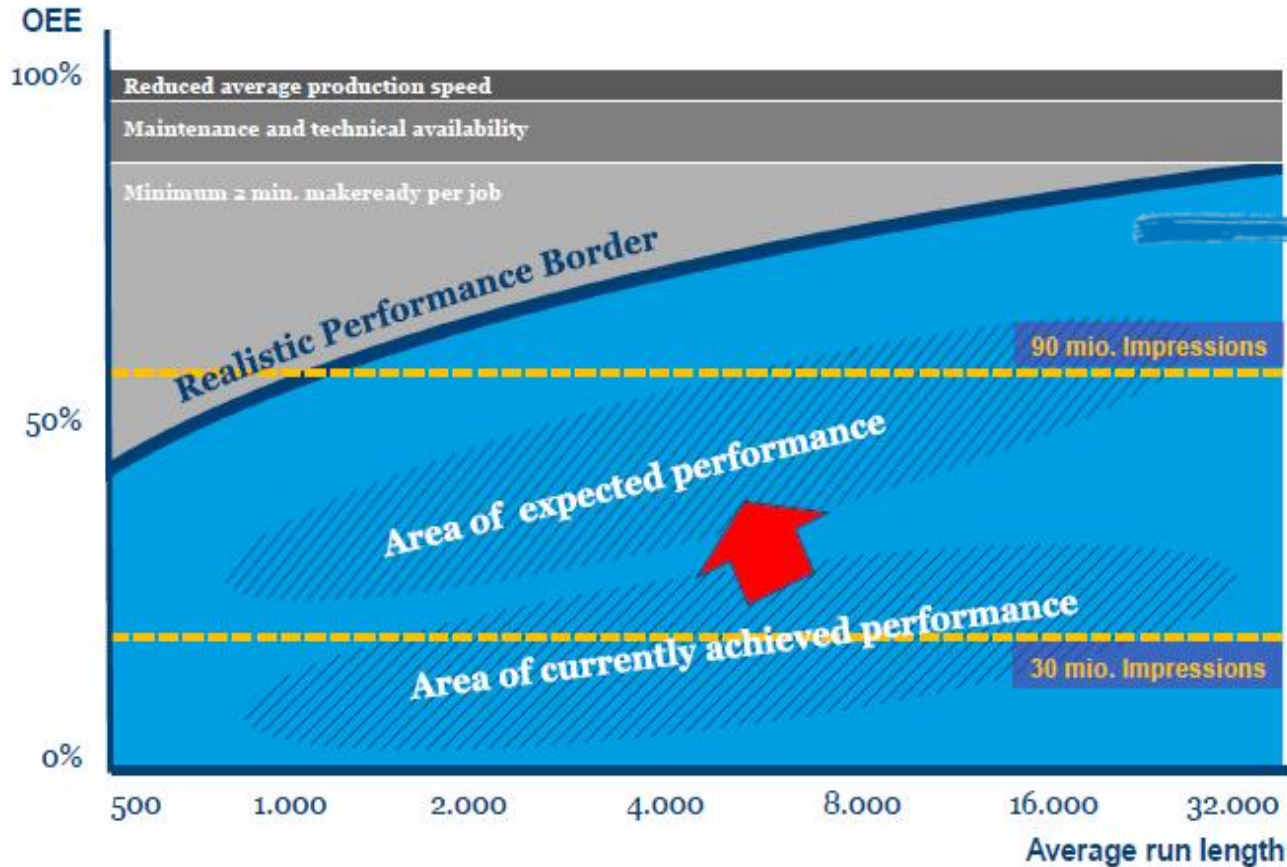
The average OEE will double in 10 years





Industrial printing means operational excellence

Consequences for Heidelberg AG



What are the consequences for Heidelberg?

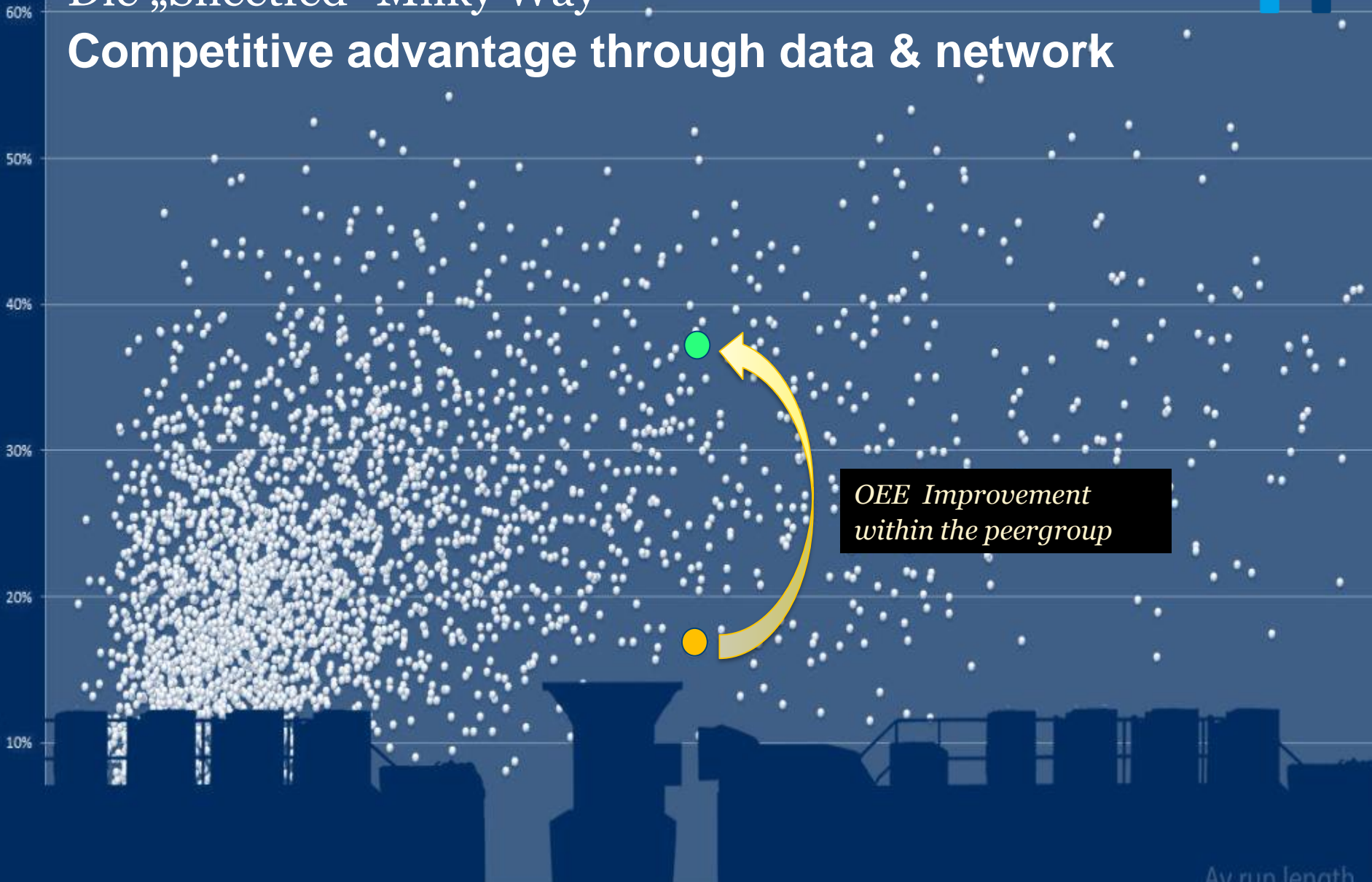
Higher Efficiency at stable print production volume -> less print equipment needed.

What can we do?



Die „Sheetfed- Milky Way“

Competitive advantage through data & network

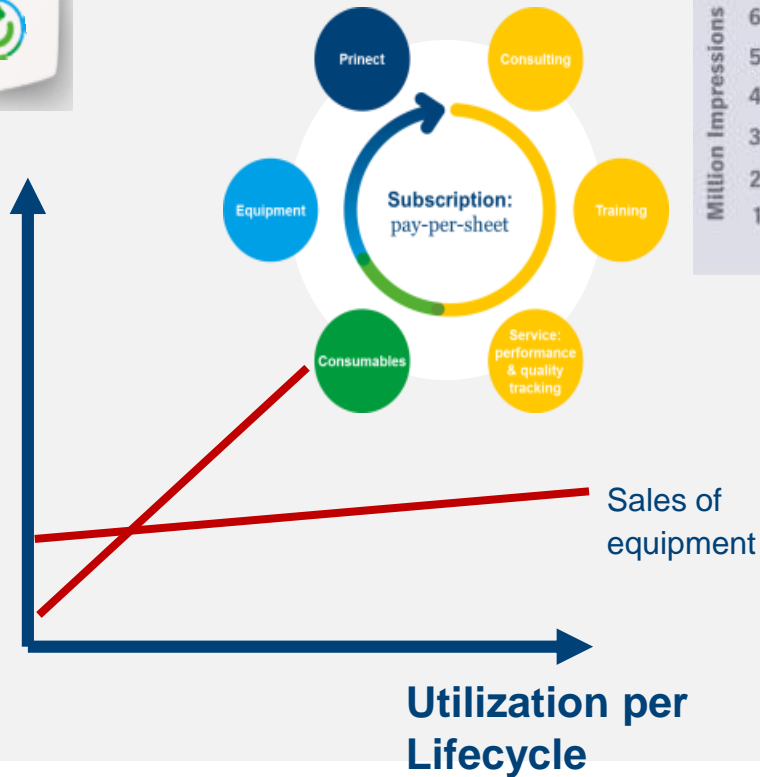


Subscription economy

Customer Benefit: Efficiency Improvement



Sales



Productivity Reserves



<https://youtu.be/fxp3FFC5SOc>



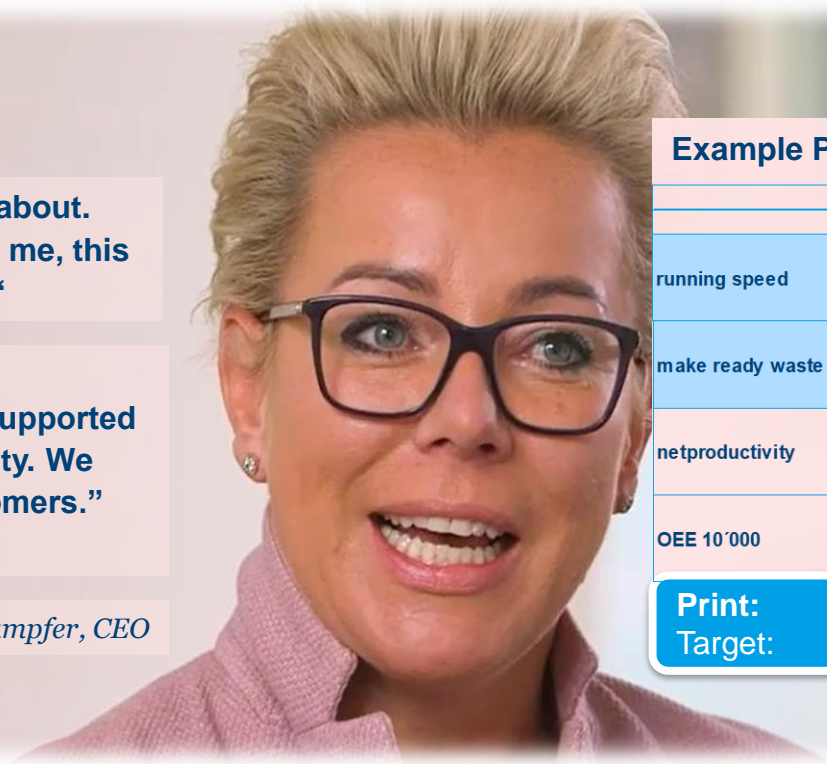
Increasing customer demand for outcome oriented biz models

Successfully introducing the Heidelberg subscription

"I was not sure, what is it all about. But very soon, it was clear to me, this is, what we were looking for."

"The experts of Heidelberg supported us to increase our productivity. We can focus more on our customers."

Daniela Klampfer, CEO



Example Performance

	start	actual	difference to starting target %
	30.11.18	31.03.19	
running speed	11689 Bg/h	12457 Bg/h	7%
make ready waste	317 Bg	306 Bg	-3%
netproductivity	2909 Bg/h	3128 Bg/h	8%
OEE 10'000	30%	33%	10%

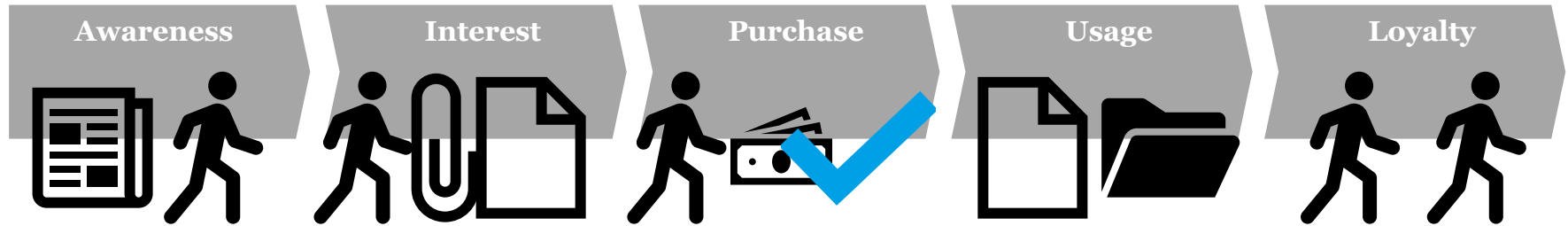
Print: 1.115.689 + 157.356
Target: 958.333 ~ 16%

Smart Collaboration

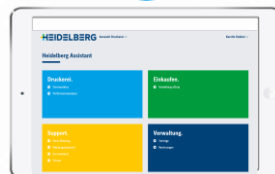
Digital experience is connecting the customer journey



Pre-digital: Face 2 face advice: Sales – focusing on selling equipment



Digital journey toda: Online efficiency oriented on customer lifecycle





The Heidelberg ID.

Personal ID to access your data

The Heidelberg ID identifies a **natural person** (contact) with a **role in the print shop**.

Authentication and authorization for all Heidelberg applications (web site, eshop, Heidelberg Assistant, App...)





Heidelberg Assistant.

The digital touch point to Heidelberg

**Maximum
Availability**

**High
productivity**

**Minimum
Admin**

**Installed
Base**

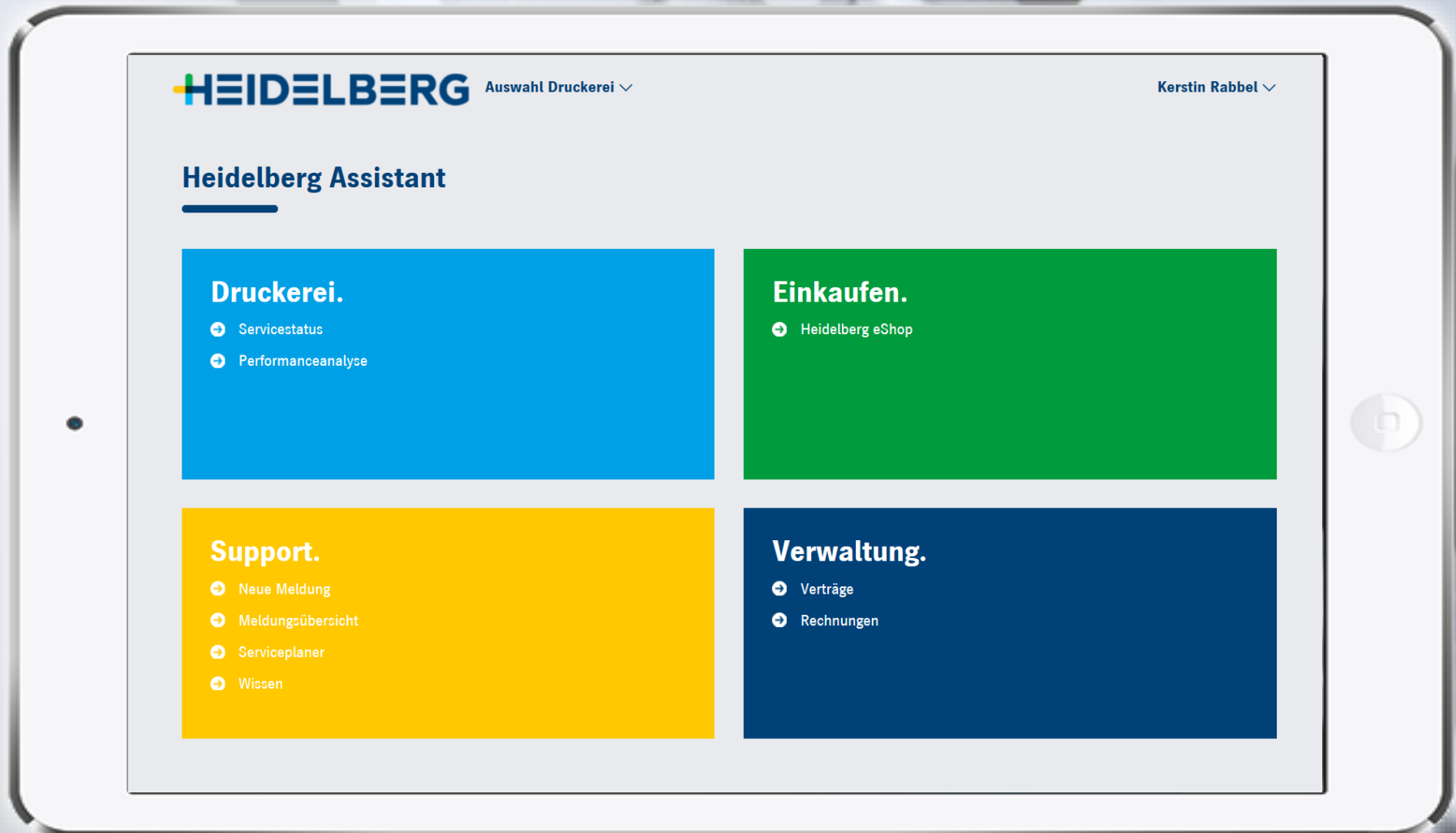
**Knowledge
Database**

**Contracts
&
Invoices**

**Service-
planer**



Heidelberg Assistant. The whole print shop at a glance




Heidelberg Assistant. Predictive Monitoring.



HEIDELBERG ceu MURSTADR ▾

Predictive Monitoring

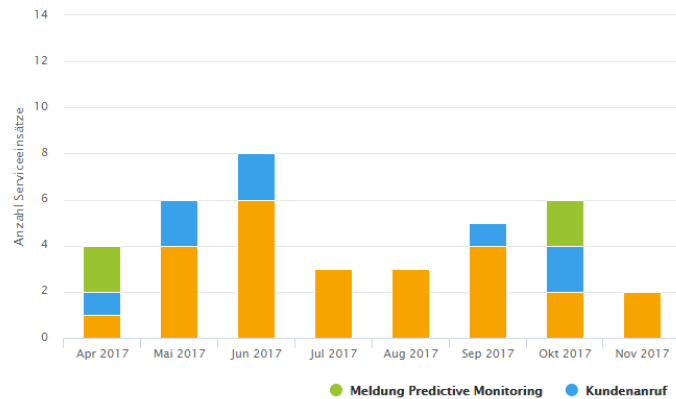


Name XL 106-6+L

Totalisatorstand 70.991.392

- Increasing productivity by prevention of service incidents
- Optimum Service at the right time

▼ Meldungsstatistik



> Predictive Meldungen

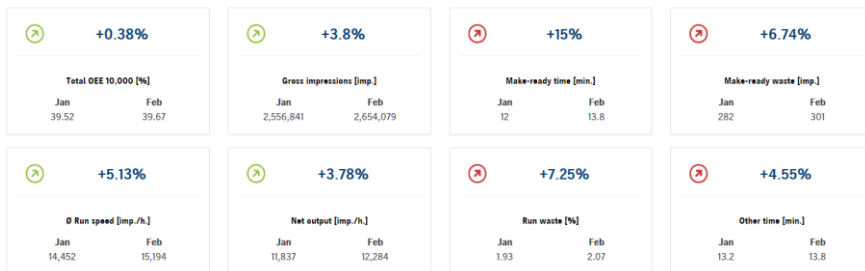
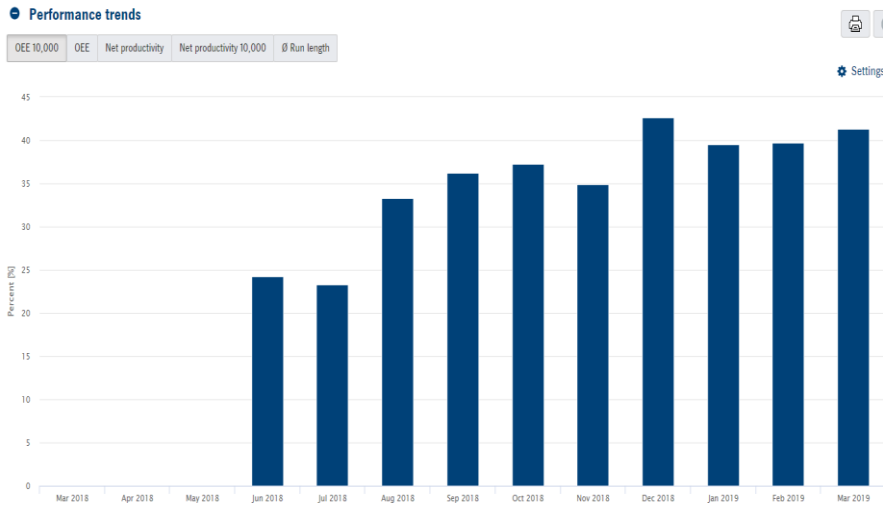
> Erforderliche Wartungsmaßnahmen

> Themen unter Beobachtung

▼ Predictive Meldungen

Ticketnummer	Maschine / Software	Erstellt am	Zusammenfassung	Fehlerort	Predictive Status	Priorität
005504187974	XL 106-6+L (FS001730)	16.1.2018 09:00	PCALL:PCALL E/M_PU2_PU5_Plate Cylinder D			Nächster Serviceeinsatz
005504198177	XL 106-6+L (FS001730)	26.1.2018 20:31	PCALL:E_PU1_Sheet detected above feed cy			Nächster Serviceeinsatz
005504198203	XL 106-6+L (FS001730)	26.1.2018 20:41	PCALL: E_Press_Maschine doesn't work sta			Nächster Serviceeinsatz
005504201908	XL 106-6+L (FS001730)	31.1.2018 21:17	PCALL: E/M_PU3_Malfunction: Fan sheet gu			Nächster Serviceeinsatz
005504204244	XL 106-6+L (FS001730)	3.2.2018 17:47	PCALL:E_PU1_Malfunction: LPR sheet guide			Nächster Serviceeinsatz
005504230714	XL 106-6+L	8.3.2018 14:03	PCALL:M_DeI_Swing-away rear edge stops c			Nächster Serviceeinsatz

Heidelberg Assistant. Performance Services.



Neue Maßnahme erstellen

Maschine* XL 106-8-P 18k (FS)

Titel*

Beschreibung*

Priorität*

Status*

Fällig am*

Verantwortlicher (Heidelberg)

Verantwortlicher (Kunde)

*Pflichtfeld

Empfohlene Maßnahmen Alle Maßnahmen anzeigen

Erstellt am	Titel	Priorität	Status	Fällig am	Verantwortlich... (Heidelberg)	Verantwortlich... (Kunde)	Maschine
27.10.17 08:39	Print Color Management	Hoch	Offen	03.11.17 00:00	Name	Name	XL 106-8-P 18k (FS)


- Performance overview & advice
- Recommended measures = interactive list of actions

Heidelberg Assistant. Shopping customized to the type of equipment



HEIDELBERG Print Shop Selection Kerstin Rabbel

XL 105-8-P



upload picture

Performance Plus Predictive Monitoring Service tickets Service scheduler Contracts Heidelberg eShop

Nickname
Serial number
Construction year 2011
Put into operation 3/10/11
Impression count 0
Description XL 105-8-P
Location
Comments
Attachment

Drop files here to attach them
Select files

Cancel Save

HEIDELBERG Kerstin Rabbel Cart (0)

Propress Pressroom Chemistry Press and Postpress Supplies Inks Coatings Blankets Wear/Tear Parts

Categories Sort By Default Sorting Show 20 | 30 | 50 products 1

- Press & Postpress Supplies \ Pressroom Supplies
- Press & Postpress Supplies
- Press & Postpress Supplies \ Pressroom Supplies \ Ink Foils Show more

Filter

UV Suitable
 Hybrid use
 UV use only

Perfecting
 Straight and perfecting

Wash-Up & Go Liner XL106. 25 Liners Per Box.
ID SU45.WUGXL106LINER
Saphira Wash-Up & Go increases your productivity by dramatically shortening the time needed for roller washes

No price available. Please ask for a quotation.

Quantity 1 Add to Quote

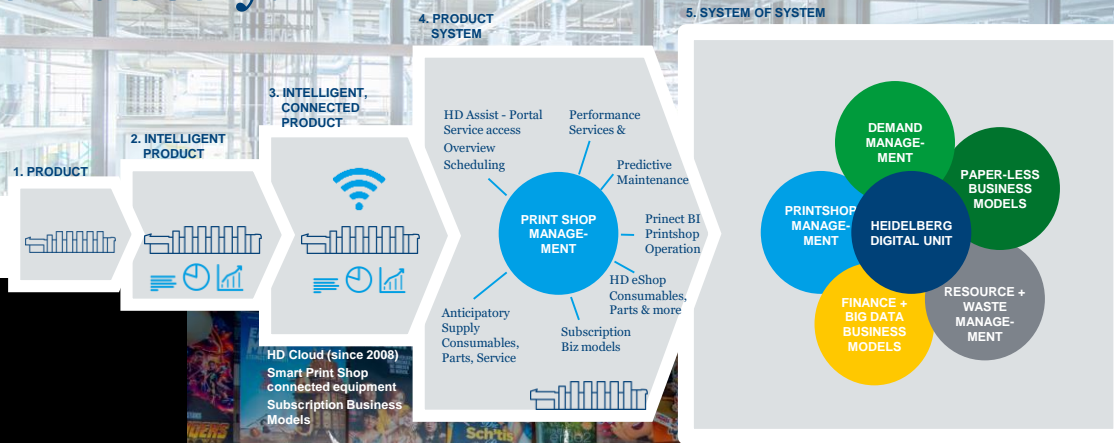
Pro UV Hybrid 34 7/8x42 7/16 w/b XL106 (
ID SU45.PROUVH106WB
Performance Rated UV blankets offer solvent resistance to UV - Precise gauge control - Excellent print quality

No price available. Please ask for a quotation.

- Pre-selected shopping list of consumables and services based on your equipment
- Clarification and order possibility of spare parts



Heidelberg has a vision.
We are developing and running the worldwide leading digital eco system of the print media industry.



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