

GOING DIGITAL READY FOR ANYTHING

Evatec's Digital Transformation program began already 3 years ago. CTO **Marco Padrun** answers questions on what it means for Evatec, where we are today and how it helps our company be ready for whatever comes our way.

Q. What does Digital Transformation mean for Evatec?

Digital Transformation is the process of using digital technologies to create new or modify existing business processes, culture, and customer experiences. For us it's all about being ready to meet and exceed the expectations of our customers and the wider market going forwards. That means products that perform even better and support that's even quicker to give our customers the lead in their own markets.

Having all the data we need available at the click of a button is key. As a "data driven" company we can be confident that we make the very best decisions and give the best advice to customers.

We need to do that securely, protecting the interests of our customer and in a "user friendly" way which supports achieving excellent results.

Q. So can you give us some concrete examples of what benefits the process is already bringing customers on a daily basis?

Within customer service for example, the Digital Transformation process makes it easy to keep on top of each and every open issue on one single platform with access for all stakeholders – tracking, allocating resources and monitoring performance. It also enables us to leverage learnings for continuous improvement around the world. In other areas like sales where we are all bombarded by so much information we also want to make sure that we only provide market and product updates according to what our customers really need to help them get ahead in their business and own specific markets.

Q. How far has Evatec got with the process?

The process started at Evatec back in early 2017, and readers of LAYERS 3 may remember learning about the launch of Evatec's ECP, a collaboration platform for projects connecting Evatec with customers and partners (suppliers or R&D) with live information 24/7. Since that time we have come a long way. A unified CRM platform used by our global team has already revolutionized our operations covering our sales, marketing and customer service activities.

Q. How have the changes affected Evatec employees?

One of the biggest changes for our people is their ability to access information irrespective of their location or time of day. Fast, easy access to all the information they need means they can support our customers more easily. That could mean quicker analysis and problem solving, quicker implementation of actions or faster realization of exciting new innovation projects.

Q. What areas are you concentrating on right now?

One of the key initiatives is the next generation customer portal which builds on the ECP application we launched back in 2017. This enables transparent monitoring of all activities, such as service interventions, which are being carried out on a customer's tool. It will also give our customers the opportunity to create service cases themselves and actively collaborate in them.

An enhanced spare parts catalog capability will be available through our new Product Lifecycle Management (PLM) tool to better support our customers in their daily work. The PLM tool will also support the creation of a "digital twin" – a mirror image of a customer's tool including its complete history and current status. Imagine how that could revolutionize our ability to support every tool in the field. A clear goal is the reduction and even elimination of all unscheduled down time.

Q. What other benefits do you see for the future?

We are immensely fortunate in the huge wealth of knowledge that exists in our company, built up over the last 70 years, and that resource continues to grow rapidly every day. Digital Transformation brings incredible opportunities for efficient dissemination and use of that knowledge in lots of other areas over and above the daily things I already mentioned. Examples could include the training of new people, inspiring new ideas in machine concepts or new digital service products to satisfy customer need and even the potential for machine learning. As we explore revolutionary ideas for optimizing tool maintenance in our customers' production halls, we know that our investment now will stand us in good stead for whatever comes our way over the next decade and beyond.

THE FOUR PILLARS OF DIGITAL TRANSFORMATION



“We are actively working on capability to create a “digital twin”. A mirror image of a customer’s tool including its complete history and current status would be available at Evatec too. Imagine how that could revolutionize our ability to support every tool in the field.”



Meet Dario

**Senior Project Leader
Digital Transformation**

Dario trained in the fields of automation and industrial engineering before graduating with a Master of Advanced Studies in Business Analysis. Since joining Evatec he has worked in various areas including supply chain, quality management and operations. Dario is now responsible for smooth implementation of the various elements of our Digital Transformation program at Evatec including the interface with our supplier partners.

