



ASUT ANNUAL GENERAL MEETING 2017, 18. MAI 2017

# ABB Journey to Digital

New ways of Collaboration with Customers

Sandro Maciocia,



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# Agenda

ABB Group

ABB Ability™ solutions & platform

Project Example

ABB Journey to Digital

ABB Digital Lab

Working within ABB Journey to Digital

# ABB in Switzerland

## Facts & Figures

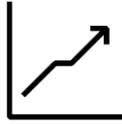
### ABB Group



**132'000 employees**  
150 nationalities



**Present in 100+ countries**  
300+ production plants



**USD 33.8 billion revenue**  
in 2016

### ABB Switzerland



**6'000 employees**  
80+ nationalities



**CHF 2'980 million revenue**  
in 2016



**13 production sites**  
And a worldwide unique center for power electronics



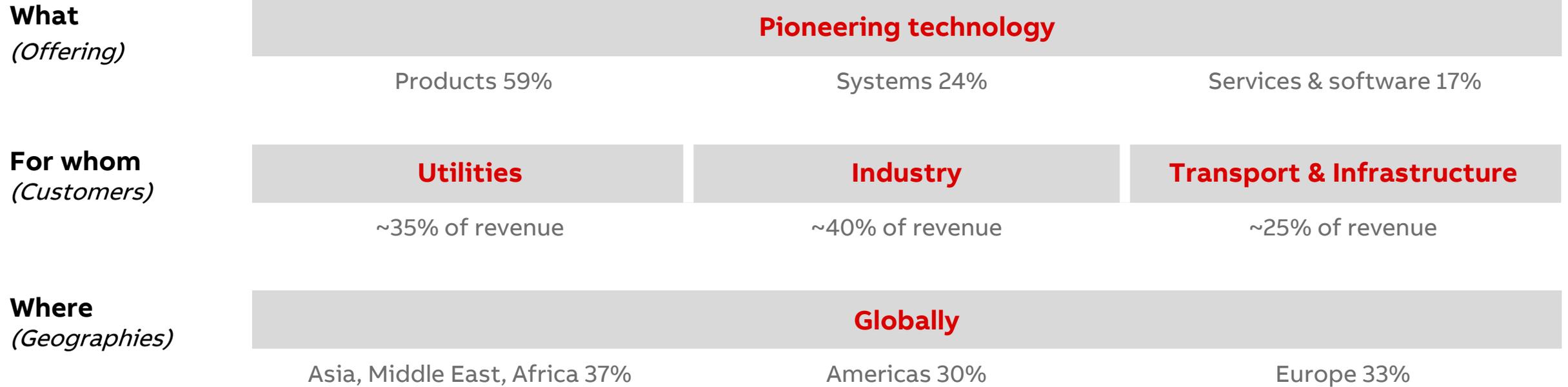
**CHF 270 million investment in R&D every year**  
20% of global R&D investment



**Switzerland's second biggest patent applicant**  
in 2016

# ABB in Switzerland

The pioneering technology leader



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# ABB in Switzerland

## Our Divisions



The division offers technology across the full electrical value chain from substation to the point of consumption, enabling safer and more reliable power.



The division provides products, solutions and related services that increase industrial productivity and energy efficiency.



The main focus of this ABB business is to provide customers with products and solutions for instrumentation, automation and optimization of industrial processes.



The division offers power and automation products, systems and service solutions across the generation, transmission and distribution value chain.

# ABB in Switzerland

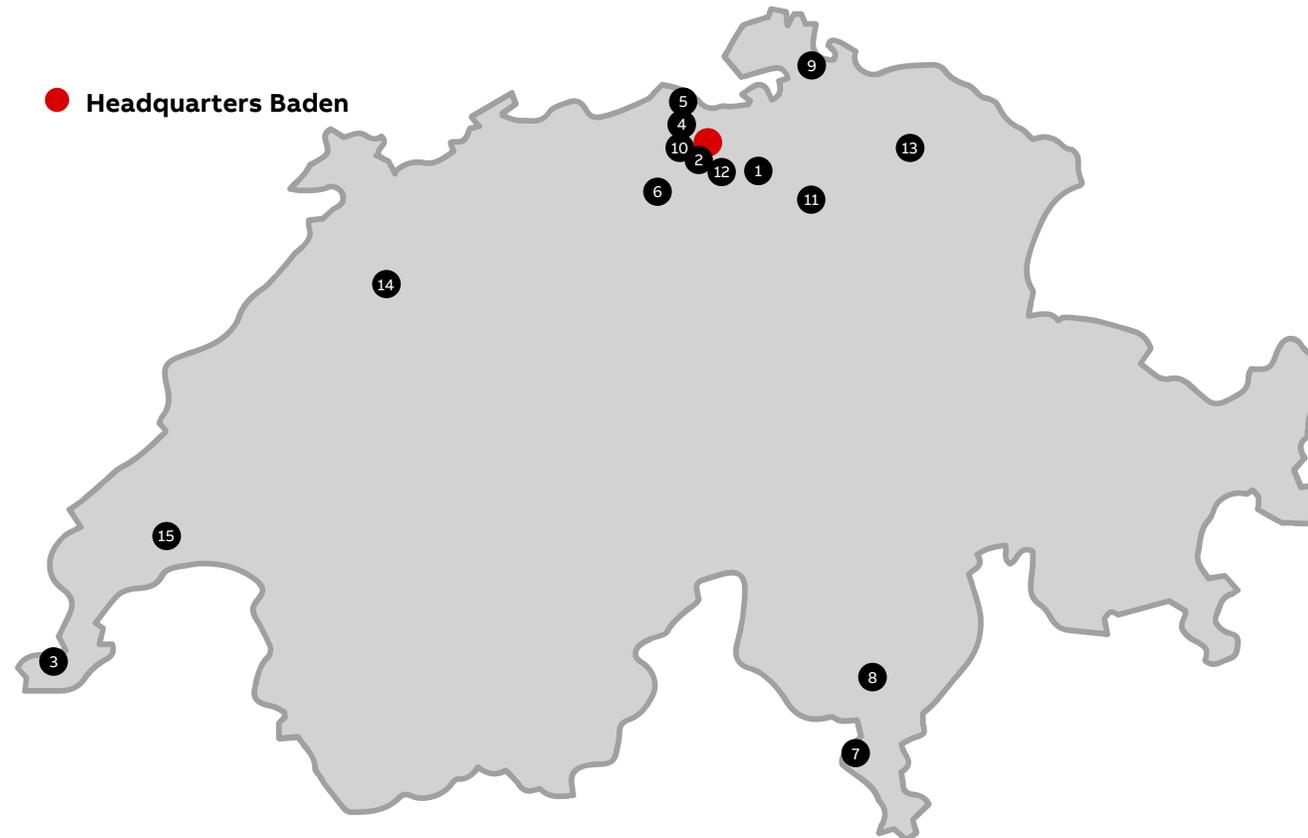
## Our locations

### Production/Engineering

1. Zürich Oerlikon/Altstetten
2. Baden-Dättwil
3. Genf
4. Kleindöttingen
5. Klingnau
6. Lenzburg
7. Molinazzo di Monteggio
8. Quartino
9. Schaffhausen
10. Turgi
11. Uster
12. Wettingen
13. Zuzwil

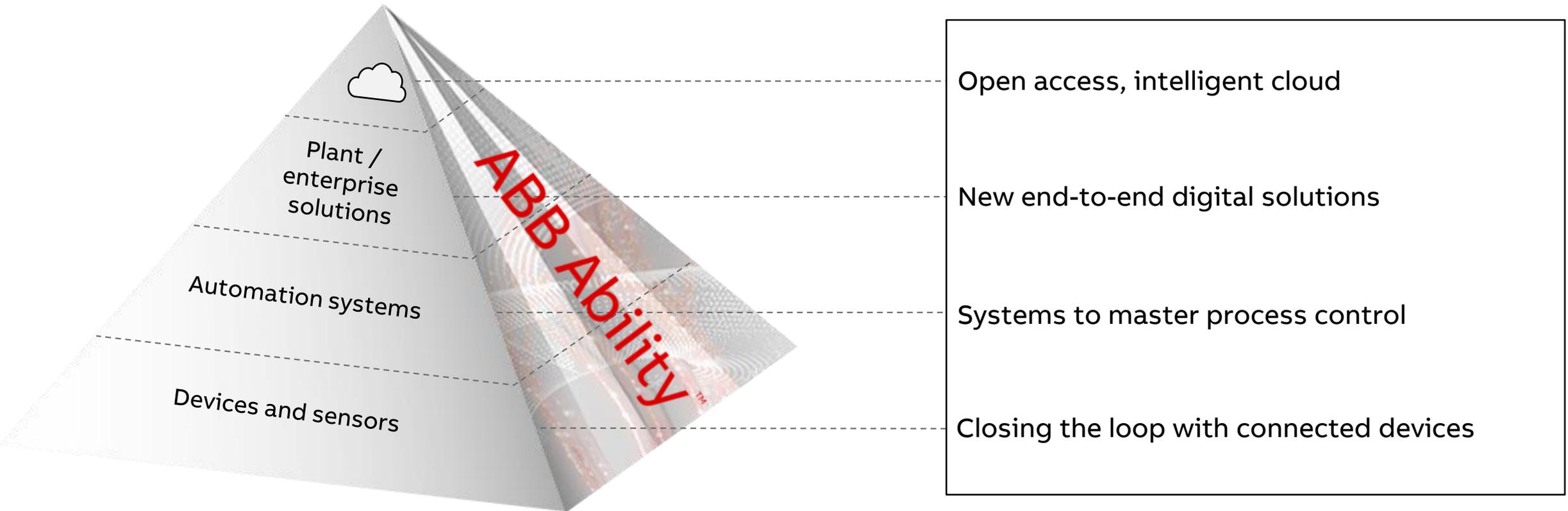
### Sales&Service

2. Baden
8. Quartino
14. Biel
15. Lausanne



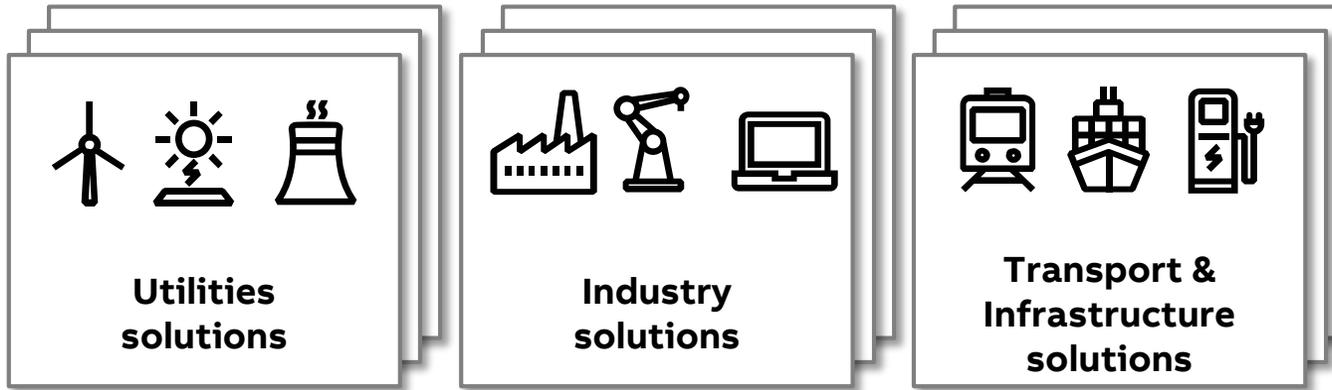
# Unlocking the ABB potential in digital

ABB Ability™: industry-leading digital solutions built on a common set of standard technologies



# ABB Ability™ solutions & platform

ABB Ability™



**What** Delivers customer benefit (uptime, speed, yield...)

**How** Provides ABB with efficiency and scale



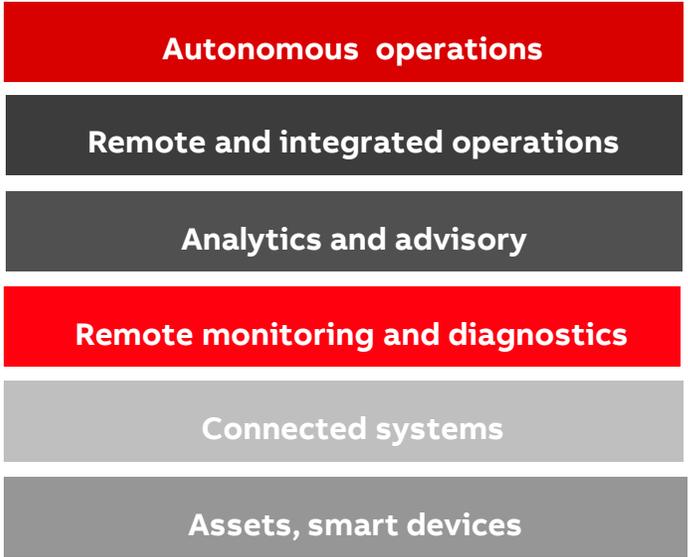
# Digital services

Software-based services through the complete value chain

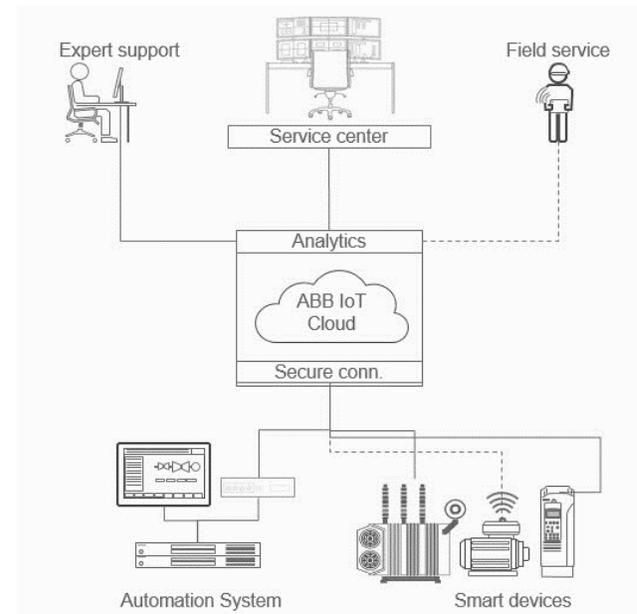
## Markets we serve

- Utilities
- Industry
- Transport & infrastructure

## Connected hierarchy



## ABB Ability™



Uptime, speed and yield – operational excellence



# ABB Journey to Digital

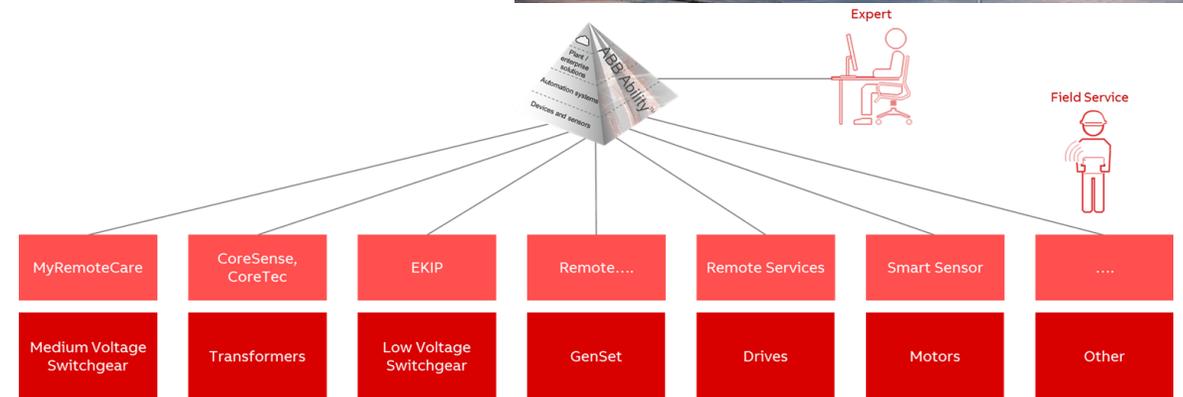
## Project Example 1: Advanced Service Concept for Large Commercial Building

### Need

- Projectable, reduced total cost of ownership during entire product life cycle of ABB Products & Systems
- Maximum performance, efficiency, reliability and availability

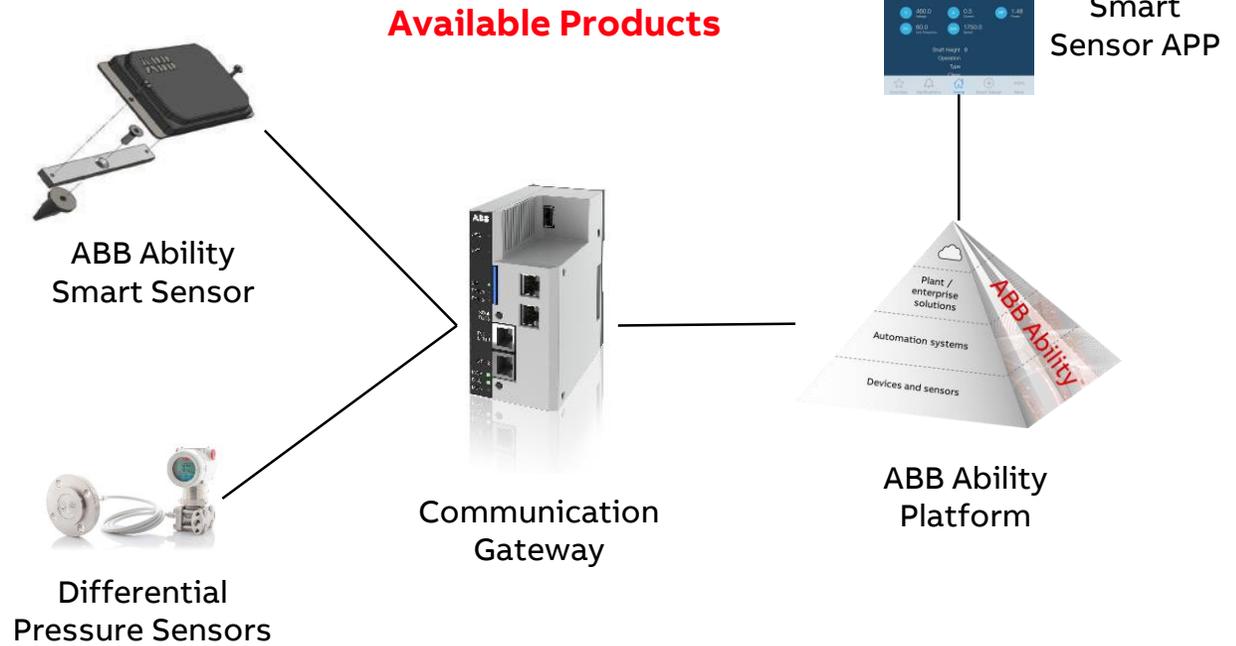
### Challenges

- Integration into local control systems or other systems
- Technical spec, road map, work packages, methodologies
- System architecture, physical data transport, algorithms, HMIs (web, apps), cloud-platform, cyber security



# ABB Journey to Digital

## Project Example 2: Maintenance Free Waste Water Pumps

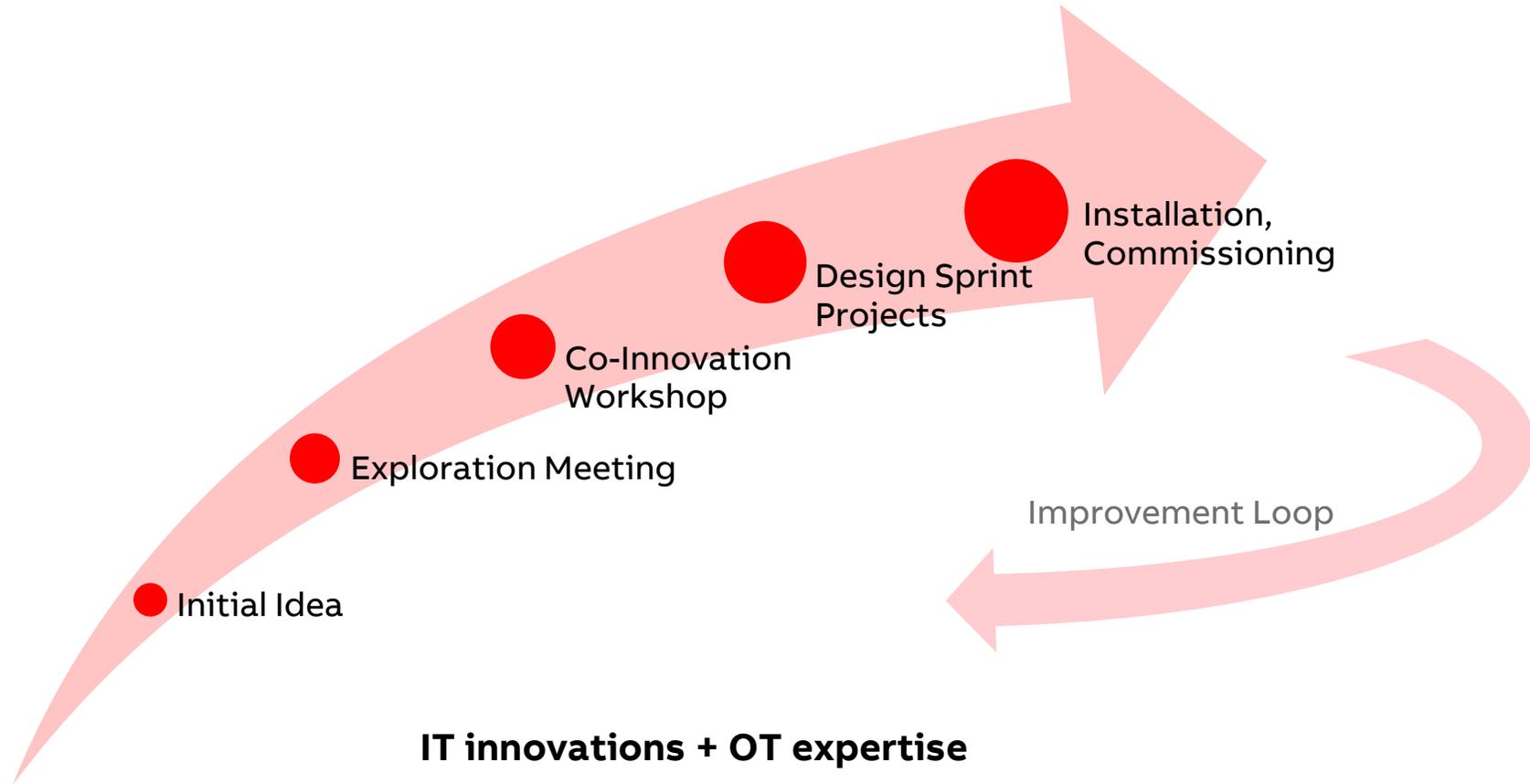


### Need

- Early detection of potential problems in pump to trigger actions
- Market launch of solution available by April 2018

# ABB Journey to Digital

Supporting Customers with ABB Digital Collaboration Lab

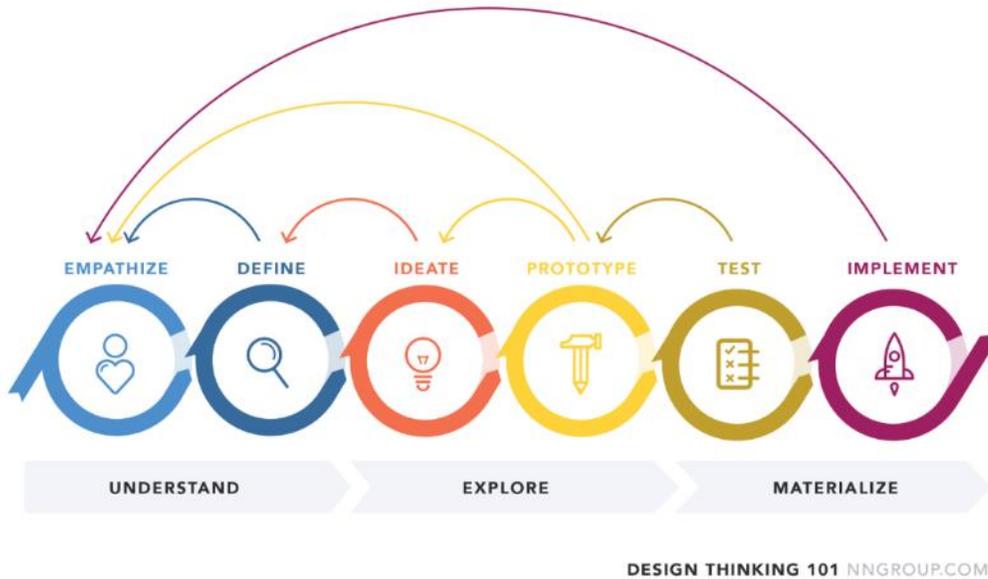


# Methodology within ABB Journey to Digital

Speeding up learning and development within established companies

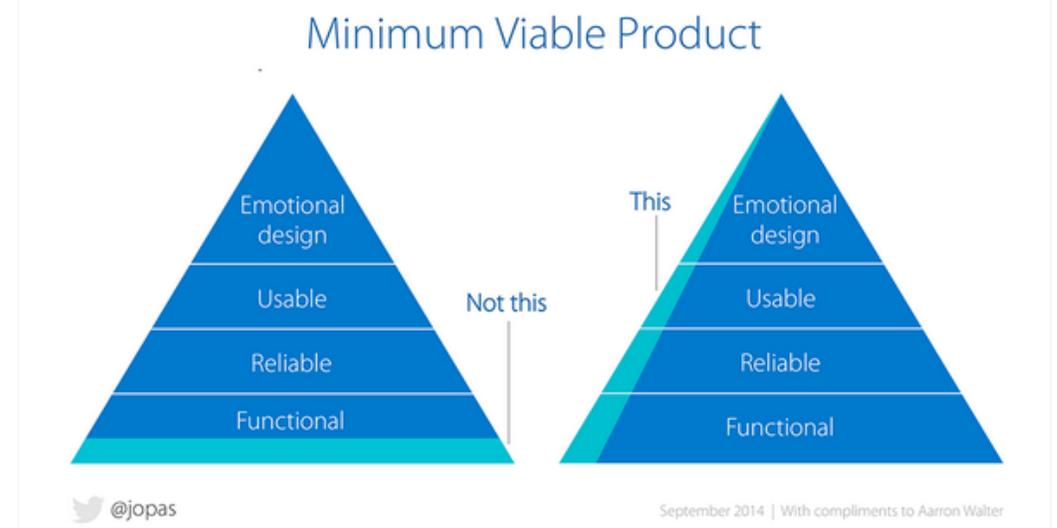
## Design Thinking

Design thinking in business uses the designer's sensibility and methods to **match people's needs** with what is **technologically feasible** and what a **viable business strategy** can convert into customer value and market opportunity. (Wikipedia)



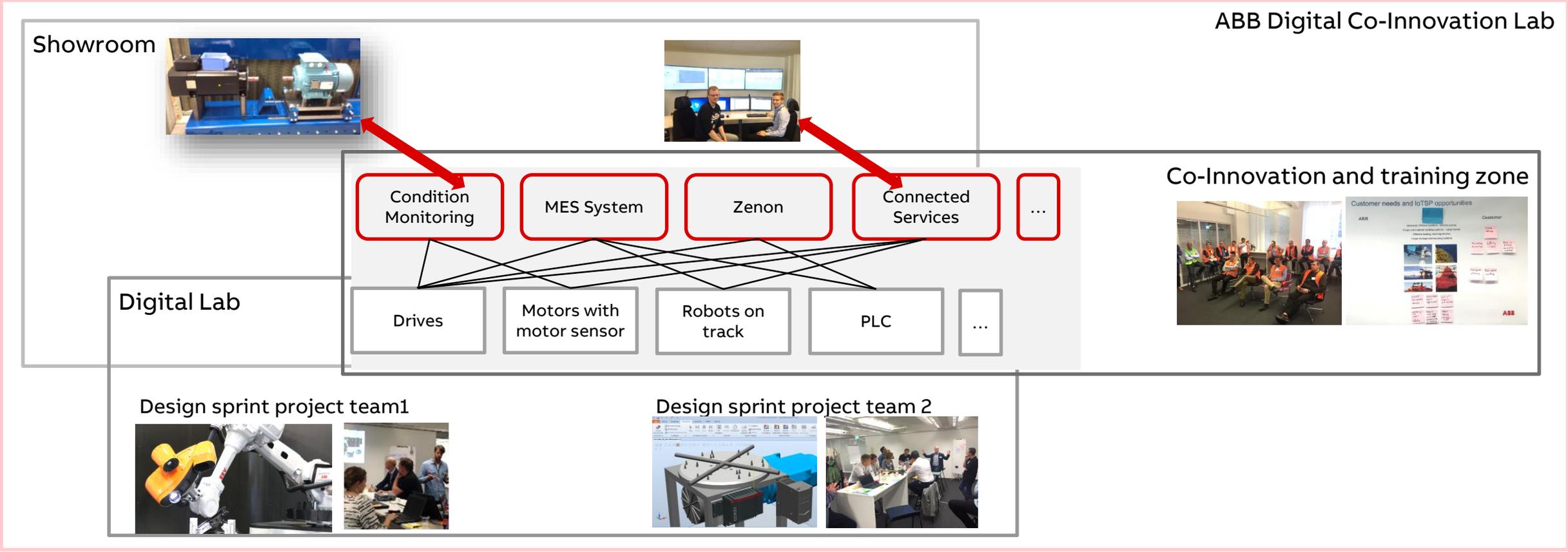
## Minimal Viable Product

In product development, the Minimum Viable Product (MVP) is a product with **just enough features** to gather **validated learning** about the product and its continued development. Gathering insights from an MVP is often less expensive than developing a product with more features, which increase **costs and risk** if the product fails, for example, due to incorrect assumptions. (Wikipedia)



# Digital Lab ABB Switzerland

Collaboration with the customers (currently in proposal stage)

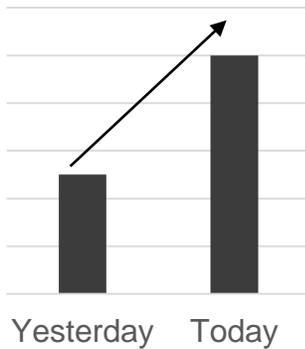


# Working within ABB Journey to Digital

Interpersonal and Social Skills gaining high importance

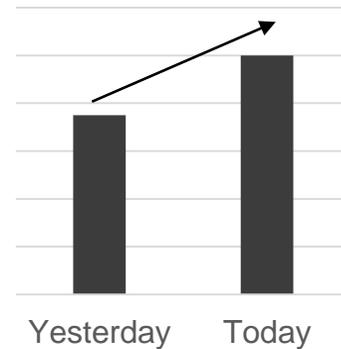
## Interpersonal / Social Skills

- Stakeholder management
- Networking
- Common framework
- Rules of engagement
- Equality
- Transparency
- Creativity
- Trust
- ...



## Methodologic Skills

- Design Thinking
- Agile Development
- Minimum Viable Product, Roadmap
- Road Map building
- Design Sprint Projects
- Proof of Concept
- Prototyping
- ...



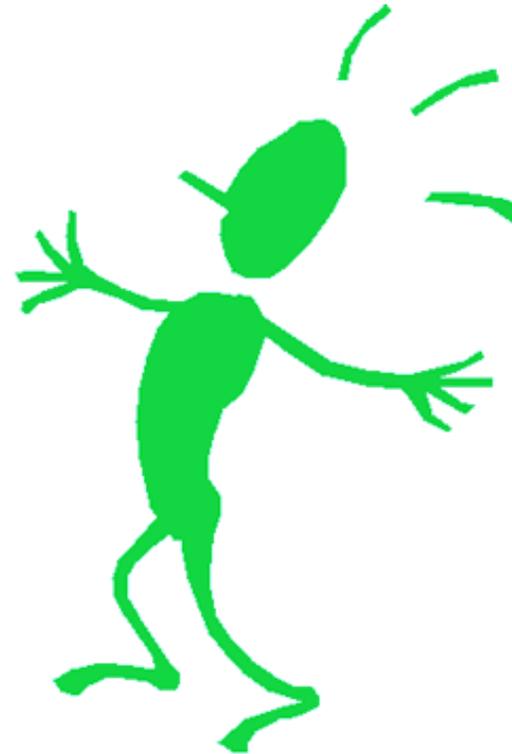
## Domain Expertise

- ABB Products
- Sensors
- System architecture
- Physical data transport
- Algorithms /Artificial Intelligence
- HMIs (web, apps)
- Cloud-platform
- Cyber security
- ...



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# Remarks, Questions and Discussion





**ABB**