



Digitale Transformation bei Hydro Aluminium – Ein Reisebericht

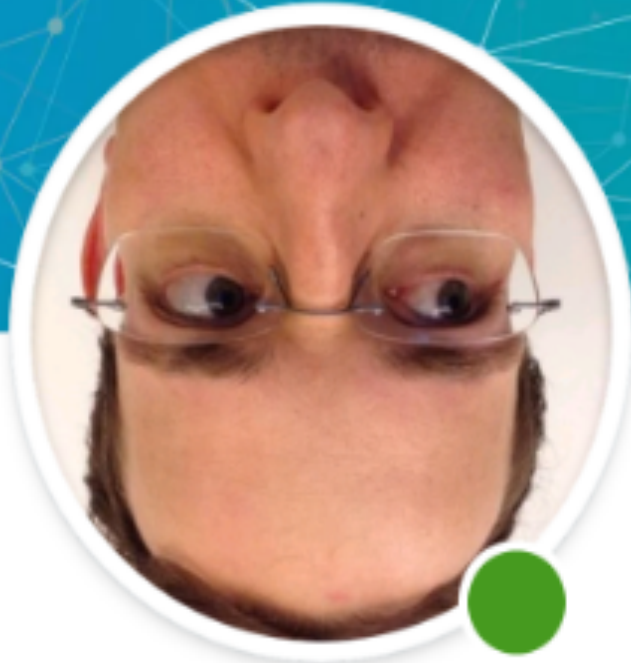
Lars Stummeyer @ Best Practice Digitalisierung #9 - Startplatz Cologne

10th of July 2019 10:30 – 11:00



Q Lars Stummeyer

in



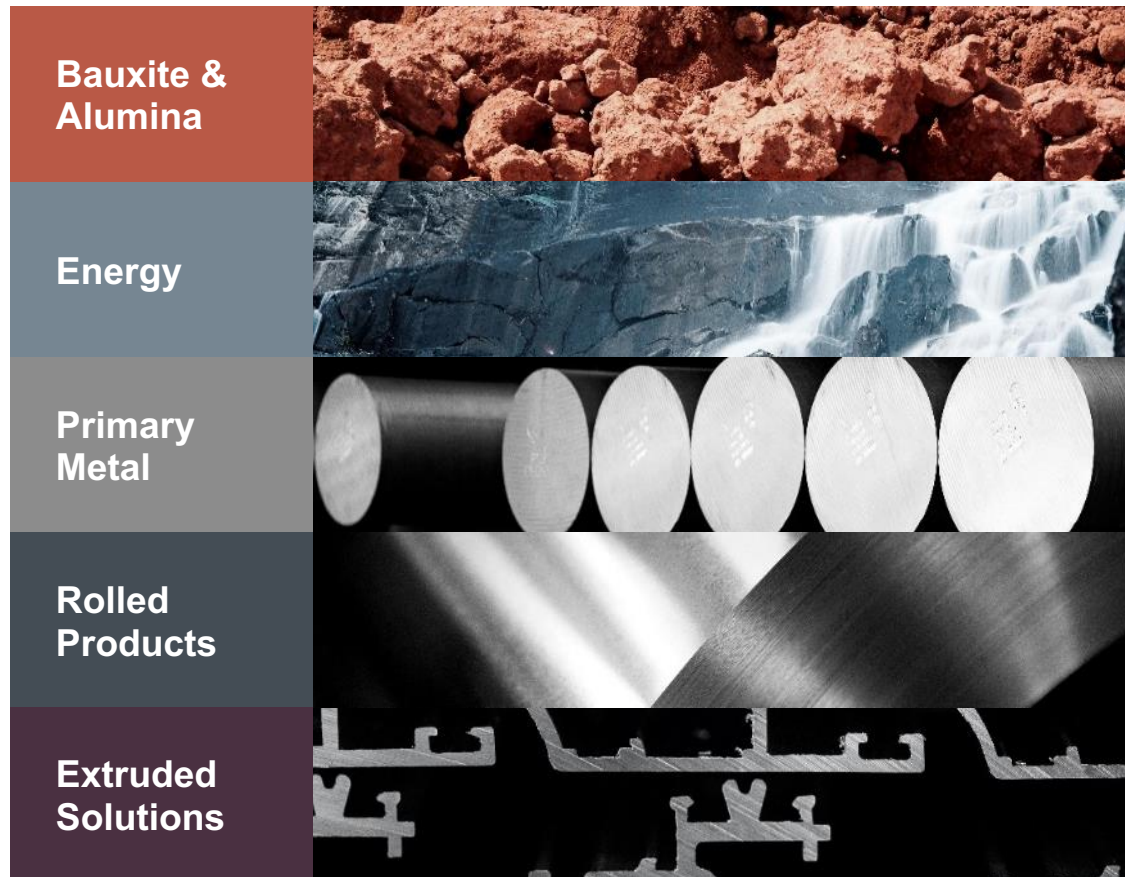
Lars Stummeyer

Head of Digital Transformation

HYDRO ALUMINIUM ROLLED PRODUCTS LIMITED • ...



An integrated and customer-oriented aluminium company



- Global provider of alumina, aluminium and aluminium products and solutions
- Leading businesses along the value chain; raw materials, energy, primary metal, rolled products, extruded solutions and recycling
- 35,000 employees at 150 locations in 40 countries
- Market cap ~EUR 10 billion
- Annual revenues EUR 10 billion (2017)
- Included in Dow Jones Sustainability Indices, Global Compact 100, FTSE4Good

Mit Leichtigkeit!

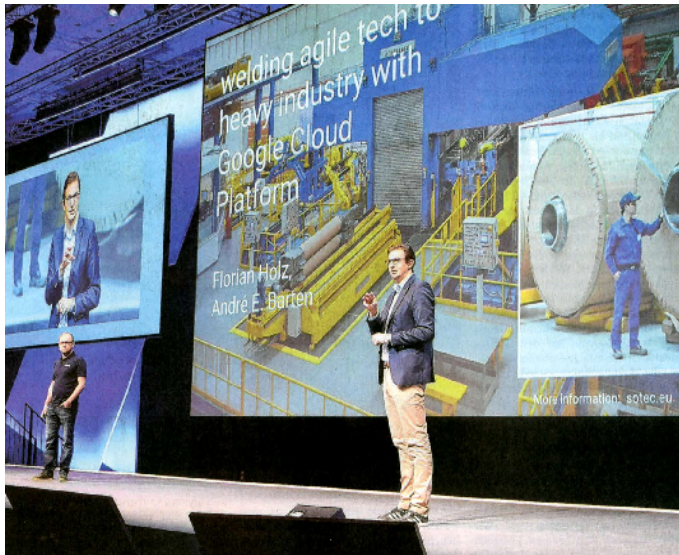


Rolled Products - Strong positions in market segments



We see significant transformations in our industry

- **Suppliers** offering tailor-made factories including process data
e.g. Achenbach cooperation Scitis



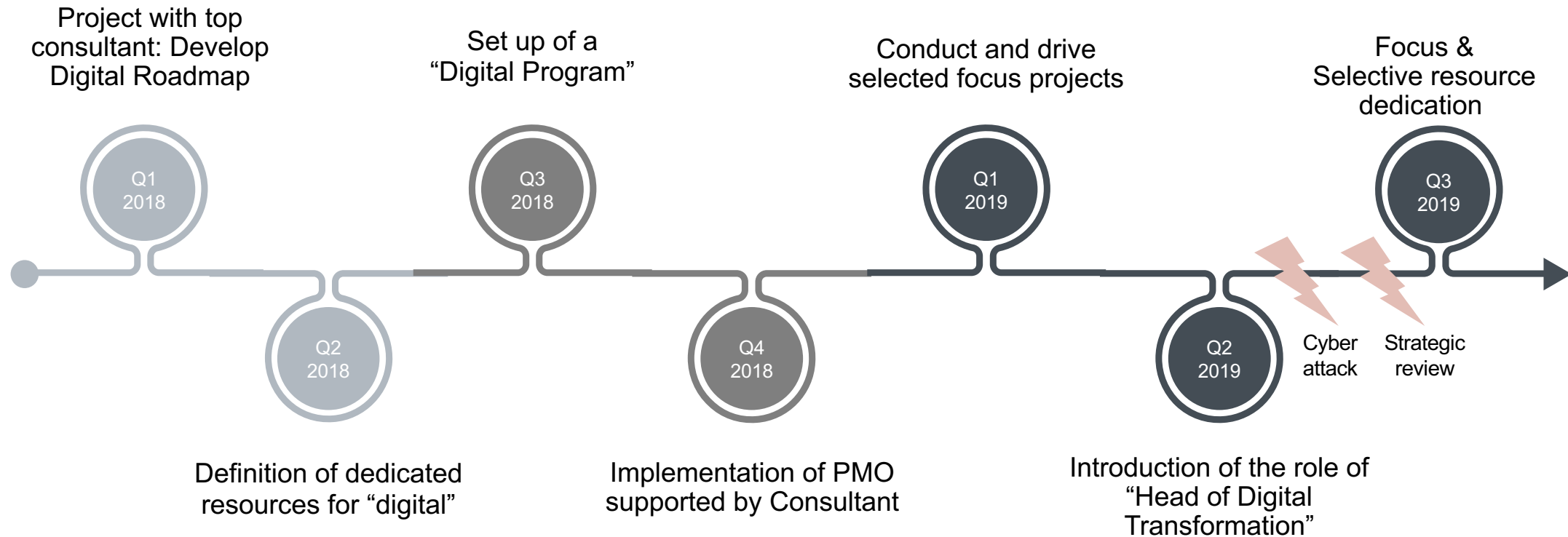
- **Customers** expecting more data insight into our products
e.g. Tetrapak on RP process data



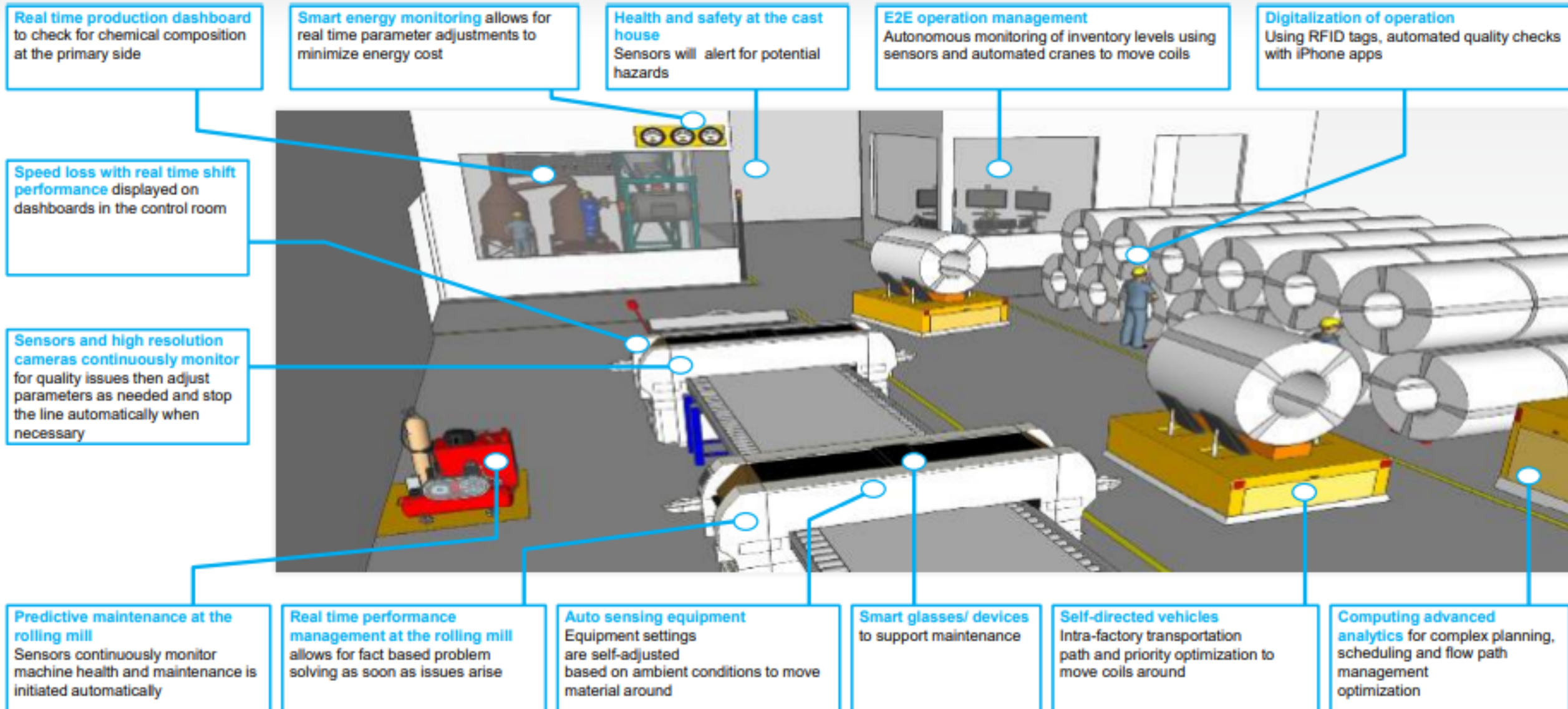
- **Competitors** digitally connecting all market participants to increase efficiencies for all
e.g. Klöcker Steel Online platform



Development of Digital @ RP



The Digital Roadmap describes the future development

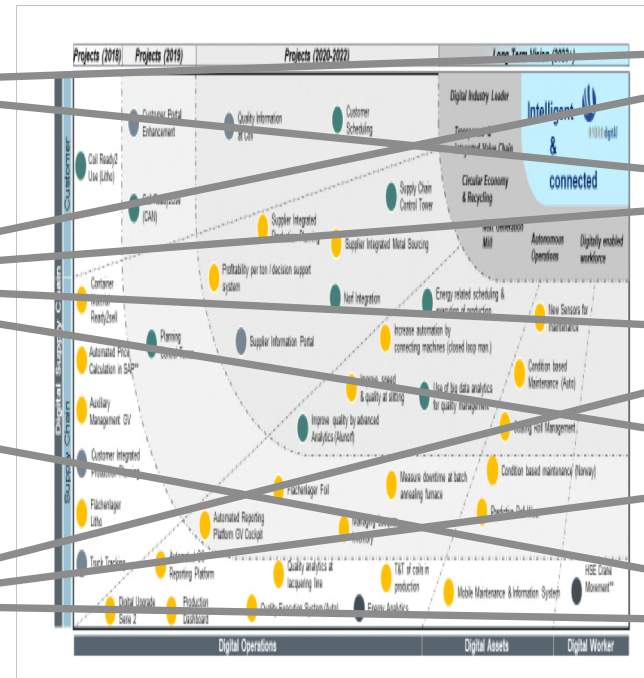


„Digital“ is an important enabler for our strategic targets

Strategic targets

- Secure our license to operate:
HSE & Compliance
- **Stabilize** our critical processes:
Reliability & Cost Efficiency
- Achieve success in the **market**:
Customer satisfact.& High-grading
- Prepare our future beyond 2021
Innovation & Strategic Positioning

Digital Roadmap

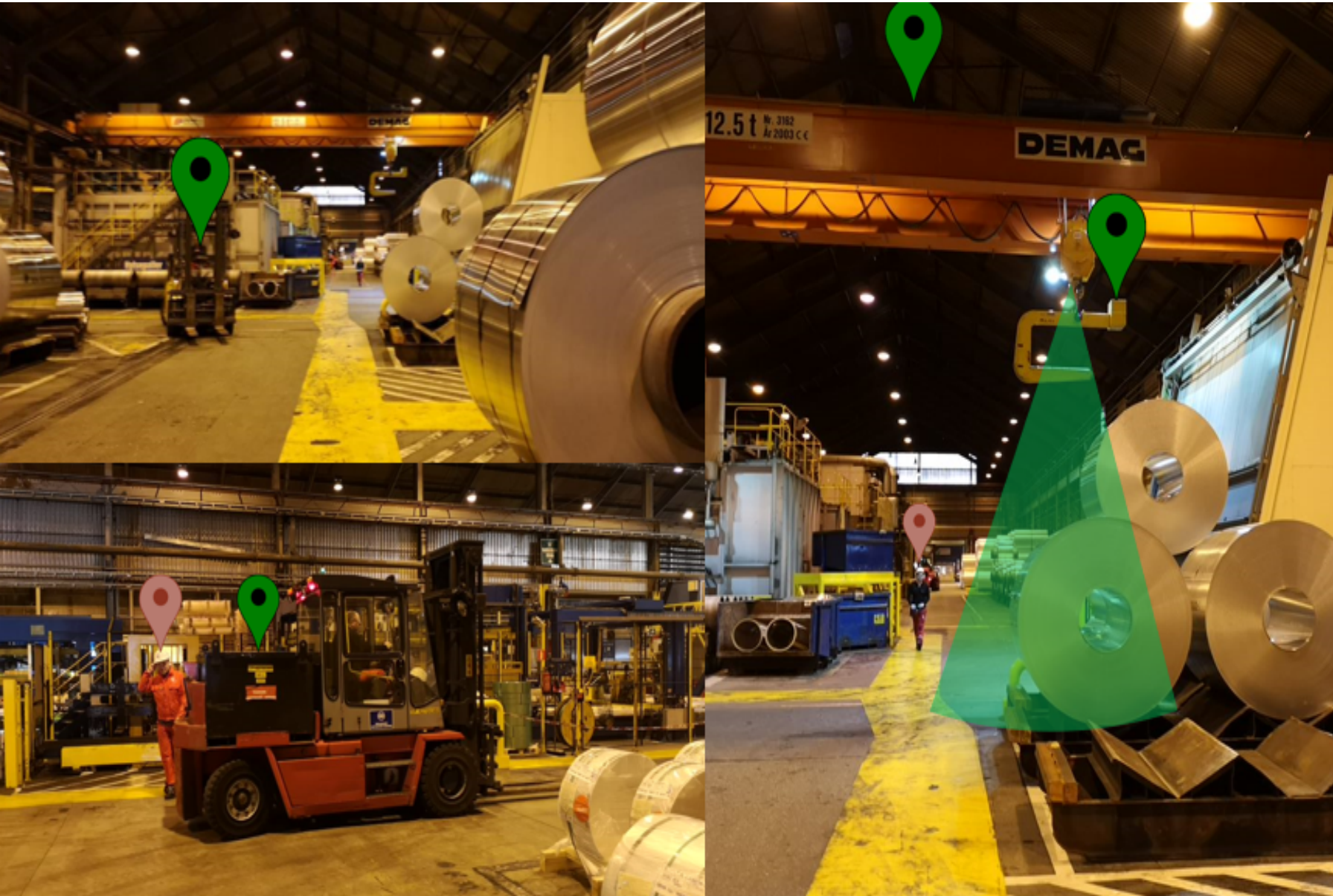


Five focus areas 2019

(Scalable solutions, business case)

- Track & Trace
- Digital Maintenance
- Digital twin
- Advanced Analytics
- Coil Ready to Use

#Track & Trace – Technology is the base



- **Target:** Improve safety & efficiency
- **Technology:** Localisation technology by tracking movements
- **Use cases:**
 - Localisation of coils
 - geo fencing
 - automatic guided vehicles

#Digital Maintenance – what about the employees?



- **Target:** Increase reliability and efficiency
- **Technology:** Digital enablement of maintenance
- **Challenge**
 - Digitally enabled worker

#Digital Twin – managing complexity



- **Target:**
 - Step-change
 - virtual simulation
- **Technology:** Digital copy of a physical object
- **Challenge:**
 - data quality
 - Complex set-up for process simulation



- **Target:**
 - step change
 - democratization of data
- **Technology:** Use of big data for forecasting future events and behaviors
- **Challenge:**
 - new roles
 - new ways of working
 - change managements

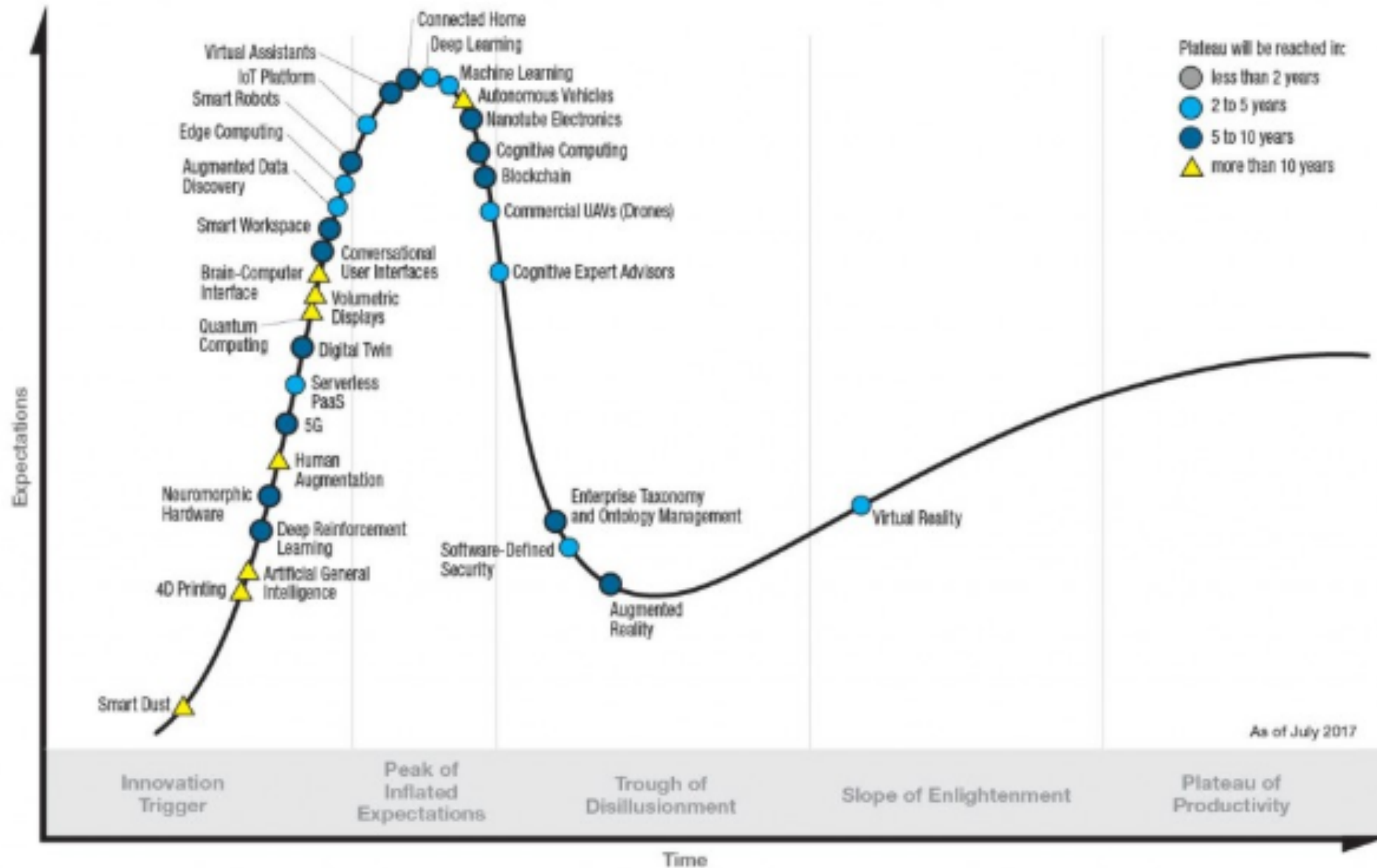
Taking „more informed decisions“ is a change management project



„Agile“ is not only a concept but a culture



Distinguish „Hype“ vs „mature technological solutions“



Challenge is to turn technology into money







Hydro

We are aluminium

