



**AVEVAWORLD**  
PARIS



# How to Generate Massive Savings Using Data and AI in Manufacturing

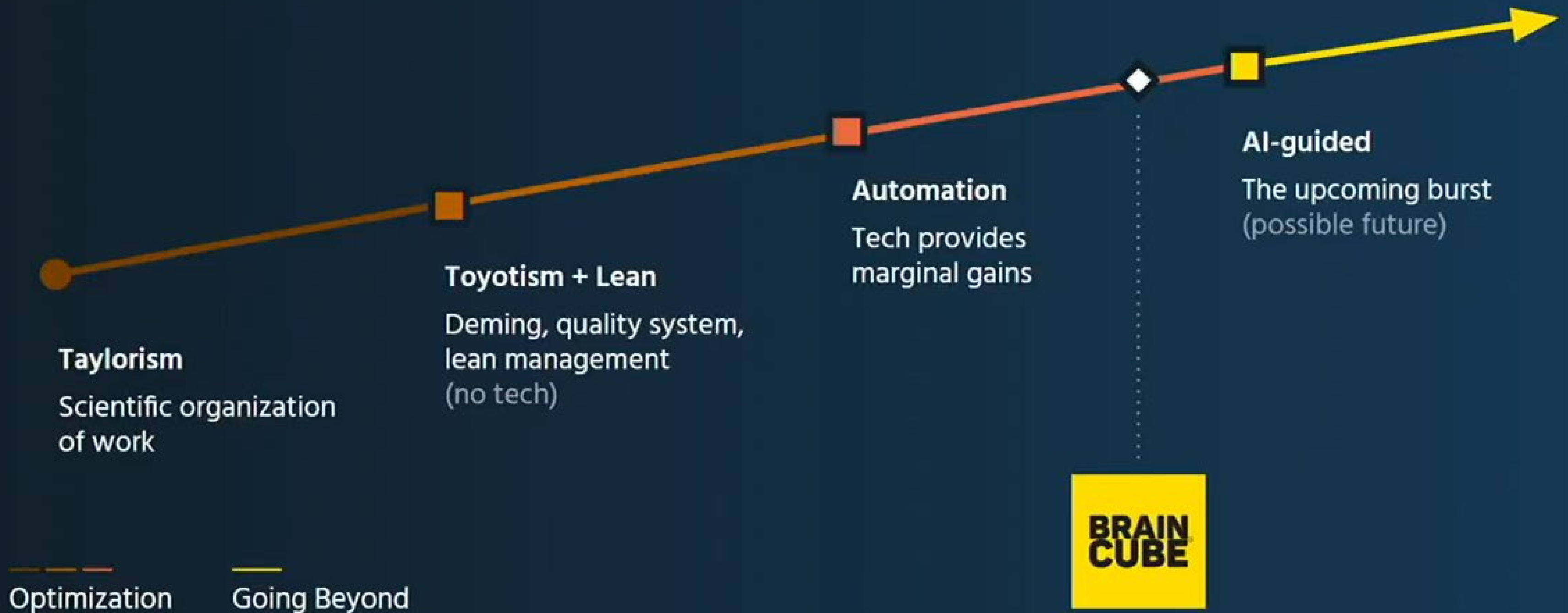
**Laurent Laporte**

President and CEO, Braincube



## THE WAVES

# Rush for gold



# Waste:

The hidden enemy in manufacturing

25%

of manufacturing costs are  
**pure waste**

3-5%

Common yearly  
productivity goals

Upside?

There is major **opportunity**  
for improvement and  
impact can be **massive**



CUSTOMER STORY

# Golbey Plant

## OPERATIONS OVERVIEW

7 sheet breaks per day

Machine operating under specs: 1800 meters/minute

Overall poor efficiency

Optimized total:  
**\$1.2M saved**

Transformation total:  
**~\$40M increase**

Save 2 breaks a day  
\$1.2M saved

Identify different set points to reduce breakage to 6.5 a day  
\$4M saved

Low break level allowed increase in speeds (18/ 19K)  
+12% sales

Optimization

Going Beyond

# Go Beyond

Optimization

Trying to do better with what we have is about playing **within the known constraints.**

VS

Transformation

Breaking through the constraints to **outperform at scale.**



# What if you could instantly see how much money you could save?

**ACROSS ALL MACHINES, PROCESSES, AND PLANTS**





# Can you really afford to waste what you can understand & control?

## WHAT IF...

... you could identify how much money you could save now?

... you could identify all sources of waste?

... you could debunk production myths for optimal settings?

... you could pinpoint actionable steps now?

## ACTIONABLE STEPS

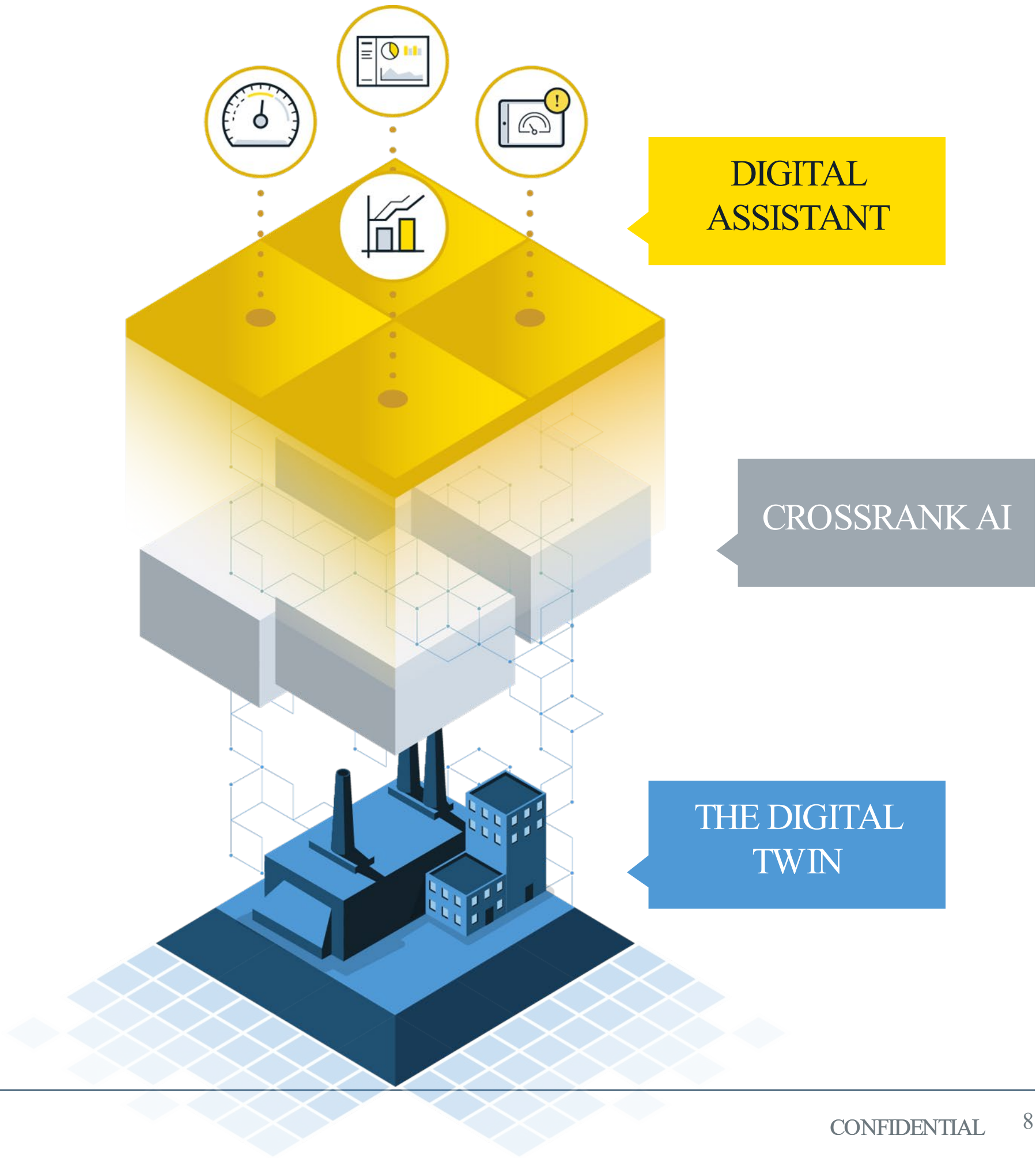
It may be **close** to what you were doing before, but **not exactly** what you were doing before.





# Support the transformation with Braincube

- Rollout at Scale  
Support, proof, via Digital Assistants
- ◇ Reveal the Solution  
CrossRank AI
- Challenge the Target  
Digital Twin



# Support the transformation with **your team**

“The most dangerous  
kind of waste is the  
waste we do not  
recognize.”

—Shigeo Shingo





# DEMO

# Now you can...

## Understand Your Potential

Discover new insights into your operations.

## Embrace the Journey Toward Transformation

You might be closer than you think.

## Explain and Reduce Waste

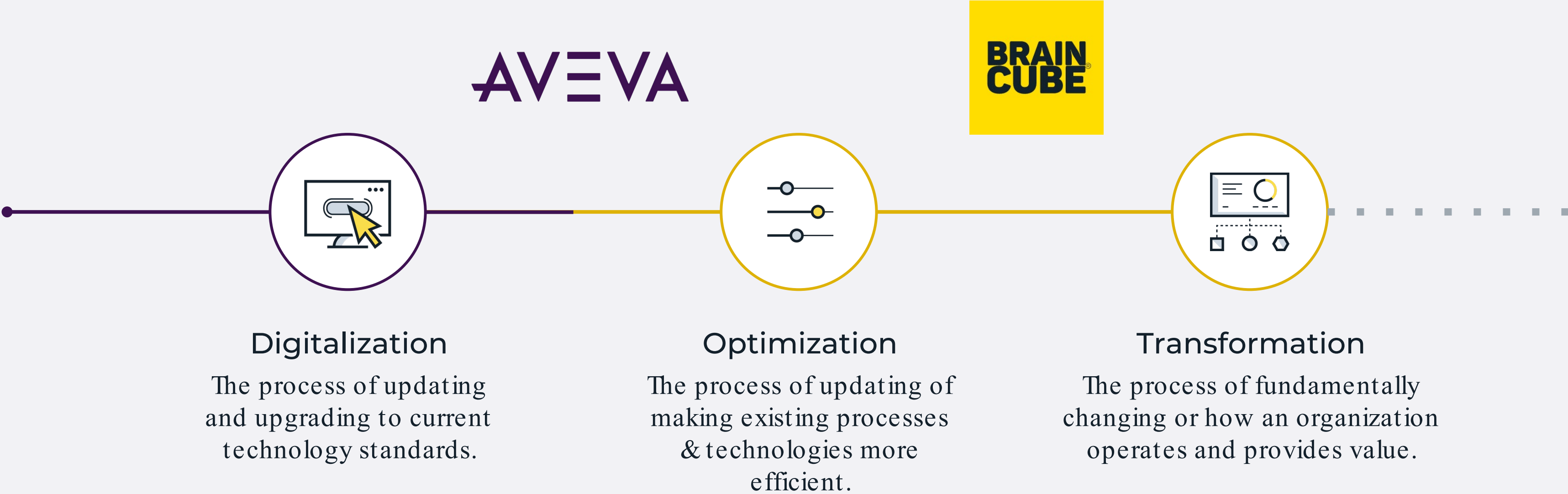
Identify sources of waste and explore practical strategies to minimize them now





TIME TO DELIVER

# By going beyond optimization



# Start the Journey Together



**BRAIN  
CUBE<sup>®</sup>**