

Beijer Electronics: “better IOT and analysis with the help of IFS”



Industry 4.0 has been a buzzword for years, but it is part of everyday operations at Swedish electronics company Beijer Electronics, which has recently transformed its entire business model. Mats Sjöberg gives three recommendations for companies about to start their digital transformation.

Industry 4.0 brings about many possibilities for companies in the manufacturing sector; the business potential is huge. Especially Internet of Things (IoT) applications within and outside the organisation means more and better communication between humans, machines, utilities and the data that powers these.

Swedish tech specialist Beijer Electronics, a company that has designed and manufactured human machine interface terminals and automation software since 1981, started the process of transforming its entire business model some 4–5 years ago. Thanks to IoT and data analytics, the company has since shifted from being a manufacturer and reseller of specialist electronic products to delivering services based on data analysis to its client base.

New ways to analyze information

Mats Sjöberg, Head of Business Development at Beijer Electronics, explains:

“The main gain for us has been the way we transformed our customer offer and scaled our business through IoT. We started out looking at various ways to analyse the information that was generated in our production plants to see if we could draw any conclusions from the data that came out. We initially wanted to improve the predictive maintenance on our machine fleet but gradually we added multiple information sources to the analysis, including cloud solutions.”

About Beijer Electronics

Beijer Electronics is a fast-growing technology company with extensive experience of industrial automation and data communication. The company develops and markets competitive products and solutions that focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group present in 19 countries with sales and also turnover of 1.4 MSEK in 2018. The company is listed on the NASDAQ OMX Nordic Stockholm Small Cap list under the ticker BELE.

www.beijerelectronics.com

Beijer's assets were generating huge amounts of data that was of interest to several players—from the everyday maintenance of assets to data on how to improve the actual design of a specific machine. The idea of a complete shift of the company business model started to form. That's when Mats Sjöberg and his team realized that they couldn't deliver the entire end-to-end solution. As a global company with sales stretching across the globe, they needed to include a specialist collaboration partner in their ecosystem.

Together with Beijer we can truly bridge the OT to IT gap to create customer business benefits both quicker and easier using data directly from the shop floor.

Tobias Persson, IFS

Automated workflows thanks to IFS

IFS IoT Business Connector, which connects the product with the outside world through data analytics became their business partner. Using the advanced machine learning and artificial intelligence capabilities, Beijer improved the predictive maintenance of its assets and created automated workflows. In addition, remote asset management has also improved the lifespan of Beijer's machinery, as it is now possible to manage repair needs remotely and proactively. By extracting the data to the ERP system, Beijer can improve both the efficiency of the data processes and the quality of the data that is being analysed.

"The collaboration with IFS ensured an easy integration of our various IoT data points.

We are dependent on our specialist partners, as we don't have the capacity to deliver the whole value chain from ERP systems down to each minute device. That's why we are happy to have IFS as our partner, to make sure our customers receive the best possible experience," adds Mats Sjöberg.

Benefits

- No need for replication or information transfer
- IFS Lobby providing access to real-time customer data
- Faster, more accurate customer service
- IFS Lobby to deliver tasks and information directly and quickly to those who need them
- CRM fully embedded
- Up-to-date data for enhanced decision-making and forecasting



Need for specialised partners

He predicts that the need for specialised business partners will only increase in the years to come:

“The need for advanced, structured data capture and analysis will only increase in the future—and will be the start of new business models. As businesses, we will need to analyse data from multiple sources—from processes and production, to marketing and sales, to service—in order to create intelligent data flows across the entire business process. This will be the start of new business models and a shift from selling products to services. We’ll definitely see an increase in the need for specialised business partners to support this development,” Mats predicts.

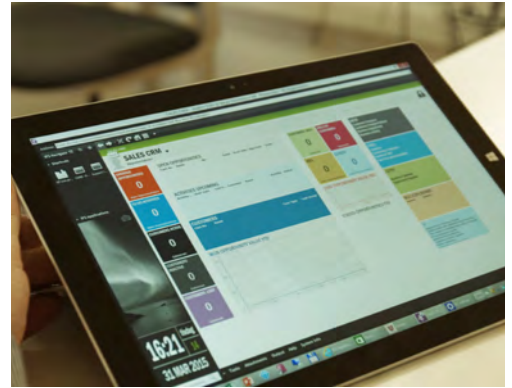
Three recommendations

For companies about to start their digital transformations Sjoberg advises:

1. Identify possible partners – due to the fast pace of technology development today, no one can realise all of the values on their own and it’s difficult to handle all aspects yourself.
2. Get to know your data – start on a small scale and familiarize yourself with the type of information and data your business generates. If you want to predict when maintenance is needed, you need to know what kind of data you need to make that analysis. Collect the data, visualize it, look at trend analyses and try to understand what is happening. Look at discrepancies and discover links.
3. Involve the whole organisation – ease in the change, starting with just one department, then draw up a stakeholder diagram and analyse which other teams are interested in or have a business case for IoT. What needs do the various teams have? Initiate a dialogue with your colleagues in order to learn and understand.

“The main question to answer is: ‘what do we want to improve and how do we get there?’ Start there instead of looking at the technology. You need to be sure what your answer is before you start digitalizing processes just because you think you have to” explains Mats.

If you want to hear more about the collaboration between IFS and Beijer Electronics please don’t hesitate to contact IFS Innovation Lead IoT, Tobias Persson.



Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

