

# Case Study



Supporting the Digital Transformation of Asahi Europe & International Operations to Support a Paperless Shop Floor



ASAHI EUROPE & INTERNATIONAL



# OVERVIEW

Producing 44 hectoliters of beer every year through 19 breweries over 9 countries in Europe and North America, Asahi Europe & International (AEI) are a leading manufacturer in the beverage industry. Committed to their World Class Manufacturing capability, AEI looked to take a digital transformation journey to enable their paperless shopfloor vision.

## THE CHALLENGE

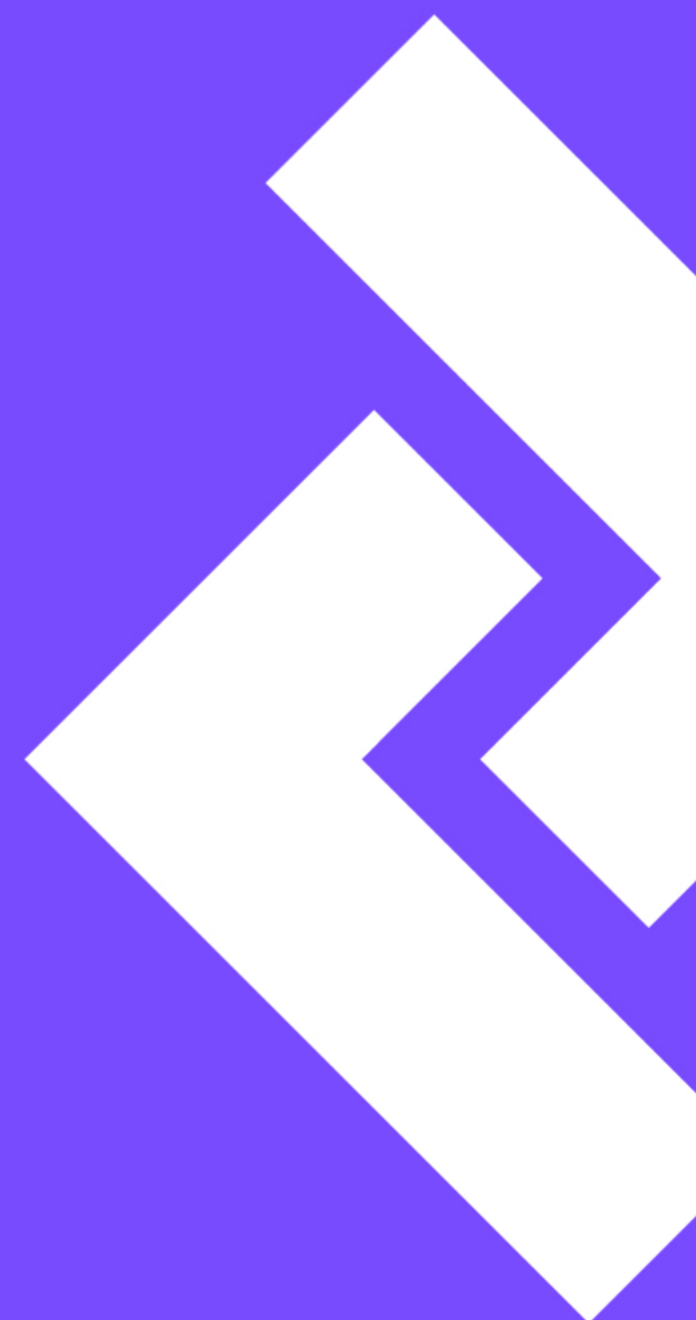
Whilst there was already high automation in the production processes, digital maturity on the shopfloor was still low. People were working in various systems meaning hard to reach shop-floor data wasn't as easily captured.

"Prior to rolling out the Zaptic solution it was challenging to clearly see patterns in the data as we had to take into account numerous files."

**Nicolò Colella, CWP BI reporting specialist**

"One of the main challenges we had was around manual writing or retyping information."

**Damien Lienart, Head of E2E Performance**



# WHY A CONNECTED WORKER PLATFORM?

“Knowledge sharing across countries is one of our main expectations in rolling out CWP in Europe. We will have the ability to create more connection between our site’s community of excellence by technology and where people will be able to share information much more easily.”

**Damien Lienart** explains.

AEI needed a single pane of glass for frontline operations to achieve Excellence.

“Tasks for colleagues are in one place so they can simply check their to do list, what to do. It's easy for them to follow and it's easier for line management to check what has been done and what is outstanding.”

**Marek Gieburowski, Brewery Development Manager**

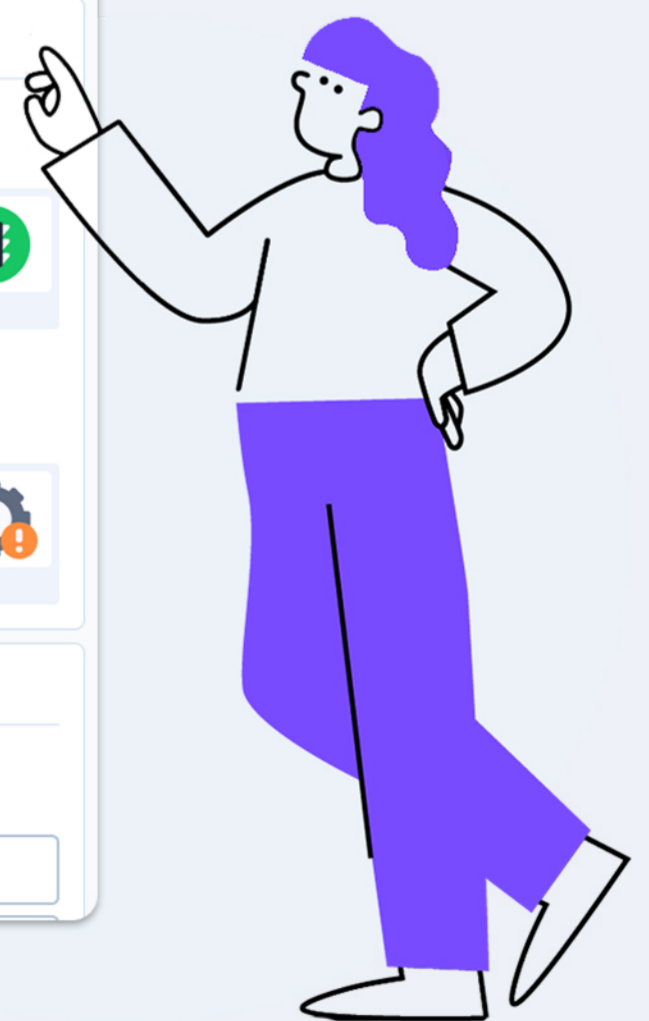
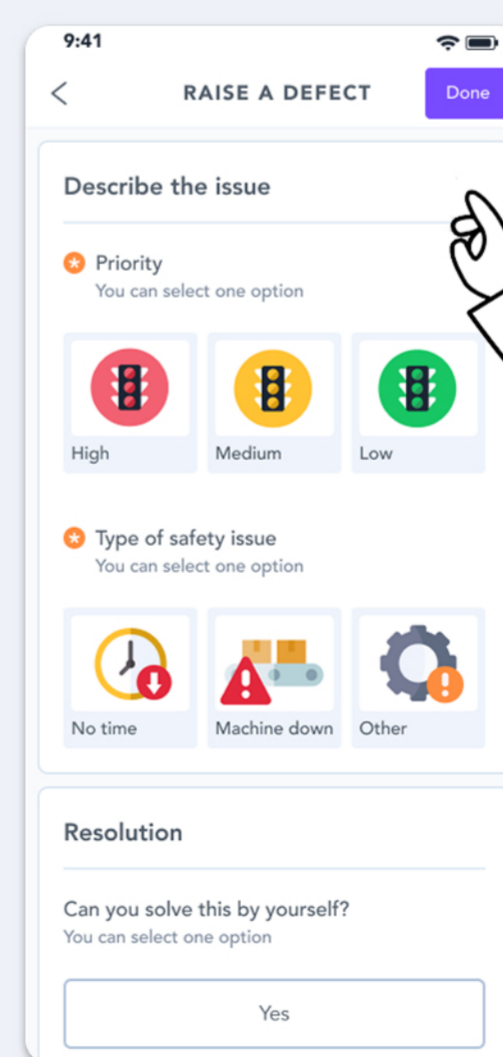
AEI were looking for a solution that allowed standardization across the globe, whilst still allowing for flexibility, adaptability and customisation in specific regions.

“On CWP What was really important is that at site level we **create ownership** with a super user of that locally to develop and manage their flow and their procedures.

And this is key because we don’t manage everything from our very lean central management team.

**With Zaptic, we can do this easily.”**

**Damien Lienart, Head of E2E Performance**



# WHY ZAPTIC?

After a comprehensive selection process, AEI selected Zaptic as their partner of choice. Zaptic's Connected Worker Platform allows customers to set standardized procedures and tasks whilst still allowing customization per site, per line.

"Zaptic gives us flexibility as it is 'no code', meaning it can be adjusted at any time and we can manage it ourselves."

**Tomasz Miazek, Manufacturing Development Manager**

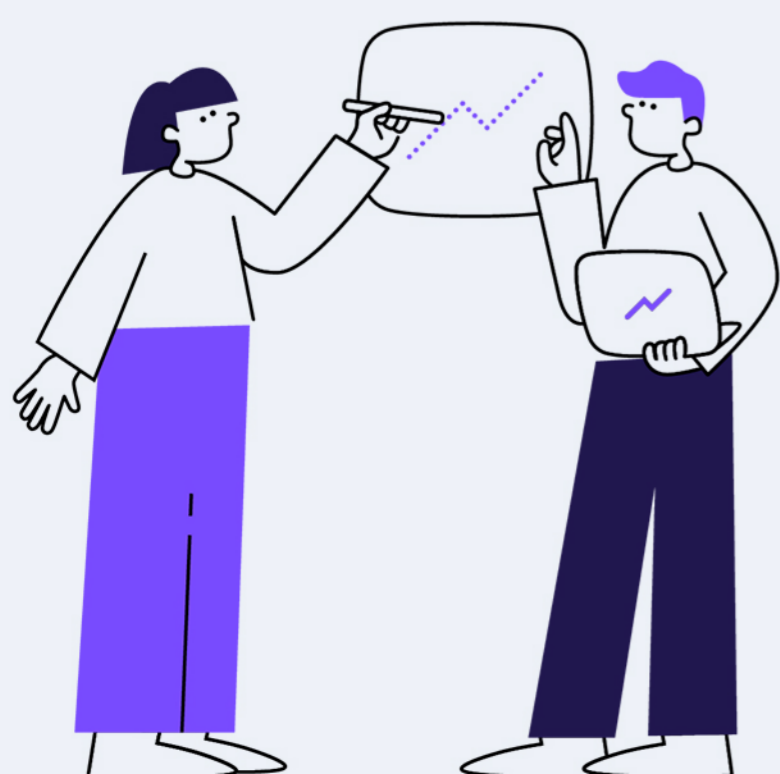
**Damien Lienart** explains: "For us, Zaptic was the most user friendly solution we have seen. And also, the implementation of the platform and the process was structured enough but not too complex and too heavy for our team. We had really a great connection with the Zaptic team and it has been confirmed that our choice was good because of agility, the reactivity of the team and the strong support we had."

A key differentiator of Zaptic is that it allows you to easily replicate and share workflows, procedures and best practices. This enables quick time to value and scaling as well as empowering operators to solve problems quicker and more efficiently.

"Zaptic gives you the possibility to share what you created on a line, for example, operators can check if a problem has been solved before. And if yes, they can understand what has been done before and re-apply without starting from zero. This helps in reducing the time to reach a solution.

You can share best practices across lines, across plants and across countries."

**Ciriaco Rossetti, CWP Project Manager Italy**



# OUTCOMES

## PRODUCTIVITY

“The benefit is that we could eliminate processes without added value. And we are more connected. Our team leaders in the packaging line previously spent more time collecting data. This is now time saved.”

**Lorenzo Morena, WCM Manager, Italy**, says about Zaptic’s implementation and contribution towards the digitalisation journey.

“Another important thing is that Zaptic is used for the handover between shifts. Thanks to the visibility of the history of what has happened on the previous shift, that is useful information for the next operator. They can read all the history on the page of the machine and understand what has been done and then what the team needs to do in that shift.”

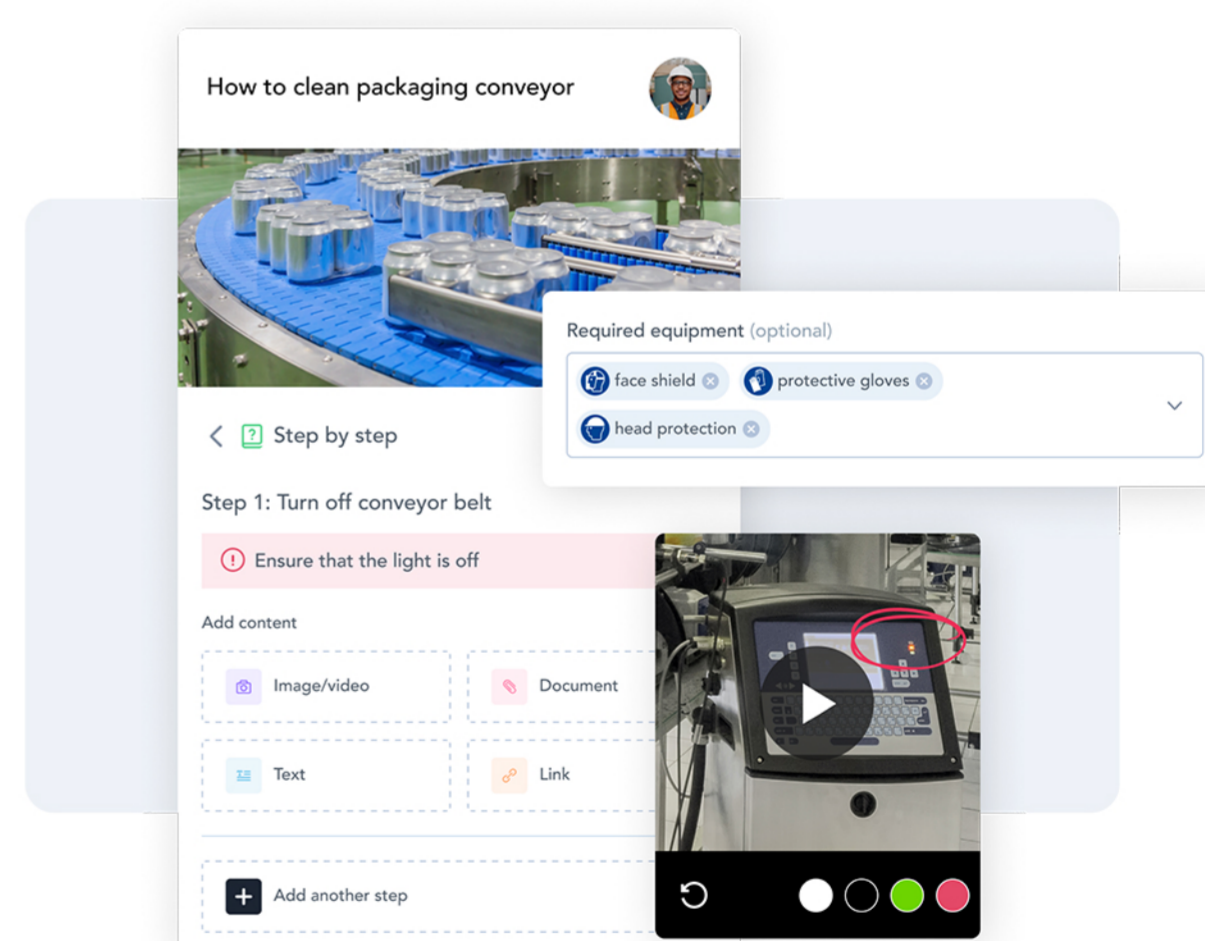
**Ciriaco Rossetti, CWP Project Manager, Italy**

## STANDARDS ADHERENCE

“With Zaptic, we are able to monitor the compliance of the execution.

This is a key game changer for us because without any effort you are able to get this information and in case there is an issue, you have a warning, you can report this and you can discuss the routines and make the decision very close to the event and close to the operators.”

**Damien Lienart, Head of E2E Performance**



## IMPROVEMENTS VS PREVIOUS SYSTEM

Feedback from frontline workers using Zaptic has been paramount in the process of ensuring successful adoption.

“It’s easy for operators to have everything on one to-do list. So they always know what they have to do and when they have to do it.”

**Diana Mascione, WCM Specialist, Rome Plant**

“Now with Zaptic, I go with my phone, I write everything. I take a photo so it’s easy to remember and do everything like I should. It’s easy, I like Zaptic.”

**Magdalena Papis, Packaging Operator, Tychy Plant**

“When we switched to Zaptic CWP the operator found the system very easy to use.”

**Marek Gieburowski, Brewery Development Manager**

## FASTER REACTIONS AND RESOLUTIONS

Specifically, **Nikolos** highlights how the easy raising of defects has benefitted them:

“If I had to choose one benefit in particular, it is not the number of tickets raised but how quickly they can get fixed in a really short time because when maintenance starts their working day, they just have to open the defect dashboard, and look at what they have to do.”

One of the key challenges AEI was facing was around the standardization of shop floor data collection to be able to make key improvements.



## BETTER DATA, BETTER INFORMED DECISIONS

**Marek Gieburowski** explains:

“In terms of data collection and data management Zaptic gives us a lot more information than we had before. Now we see what has been done exactly at what time.”

**Simone Lopome, Line Manager in Rome**

explains the benefits of having a mobile, user-friendly solution on the shopfloor:

“We are able to collect data on the problem live on the machine. So the moment it’s happening - we can do it directly on the machine. That’s very helpful because we can have a lot more detail and we can be more precise with the information we have.”

**Ciriaco Rossetti**, further explains:

“Now we have the list of defects divided by the machine with the status. We have visibility in terms of management, but also our people. Operators can check and understand what is the open defect is and what they can close during the shift.”

## COMPETENCY MANAGEMENT

A core area of Zaptic's CWP is Skill Management, and Asahi have been using this to help build competency, onboard new operators and up-skill existing operators.

"Zaptic is helping competency building. For training, we have a skill matrix with the possibility to assign the right skill to the right person based on the role.

When a new person starts, the team leader is able to add this person to the team and Zaptic automatically recognizes the role and pushes the right training into their to-do list"

**Ciriaco Rossetti**

## TALENT ATTRACTION & RETENTION

The training and skills elements in Zaptic also help manufacturers like Asahi with attracting and retaining the younger workforce, **Tomasz Miazek** explains:

"Young people who are coming to our organization are seeing that we are using the very same tools that they use in the external world.

That means that we are teaching people how to work, how to perform their work and how to be connected. People are already prepared by the world by using these technologies, so it is less time for us to spend training people."

It's easy,  
I like Zaptic.

**Magdalena Papis,  
Packaging Operator,  
Tychy Plant**

## WHAT'S NEXT

"Finally, I think the biggest opportunity is that we are moving to more data-led solutions and this is where we, with CWP, can use knowledge management to digitalize. We will be able to move ahead with artificial intelligence opportunities as a next step."

**Damien Lienart** concludes.

Moving forward, Zaptic's AI Knowledge Assistant aims to revolutionize manufacturing work instructions for customers, including AEI.

The AI-powered, workd instruction capability is poised to transform the manufacturing industry, empowering organizations to enhance productivity, quality and efficiency across operations. Specifically, it will use the customer's own data and knowledge collected in the system using AI to delivery AI-powered recommendations for situational and system problem solving.

For more information about Zaptic and it's AI Knowledge Assistant, visit our website.