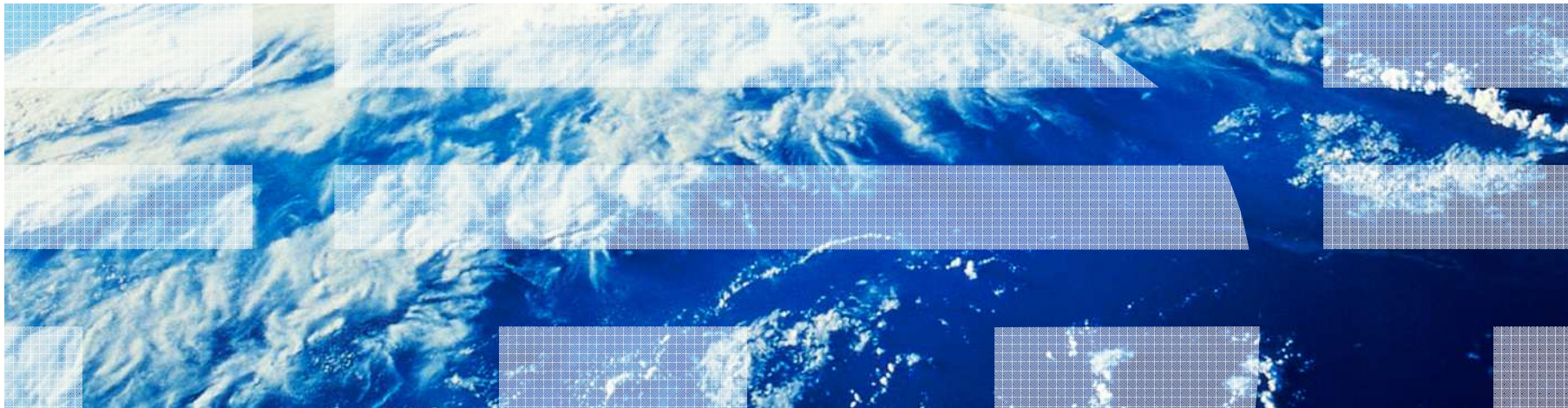


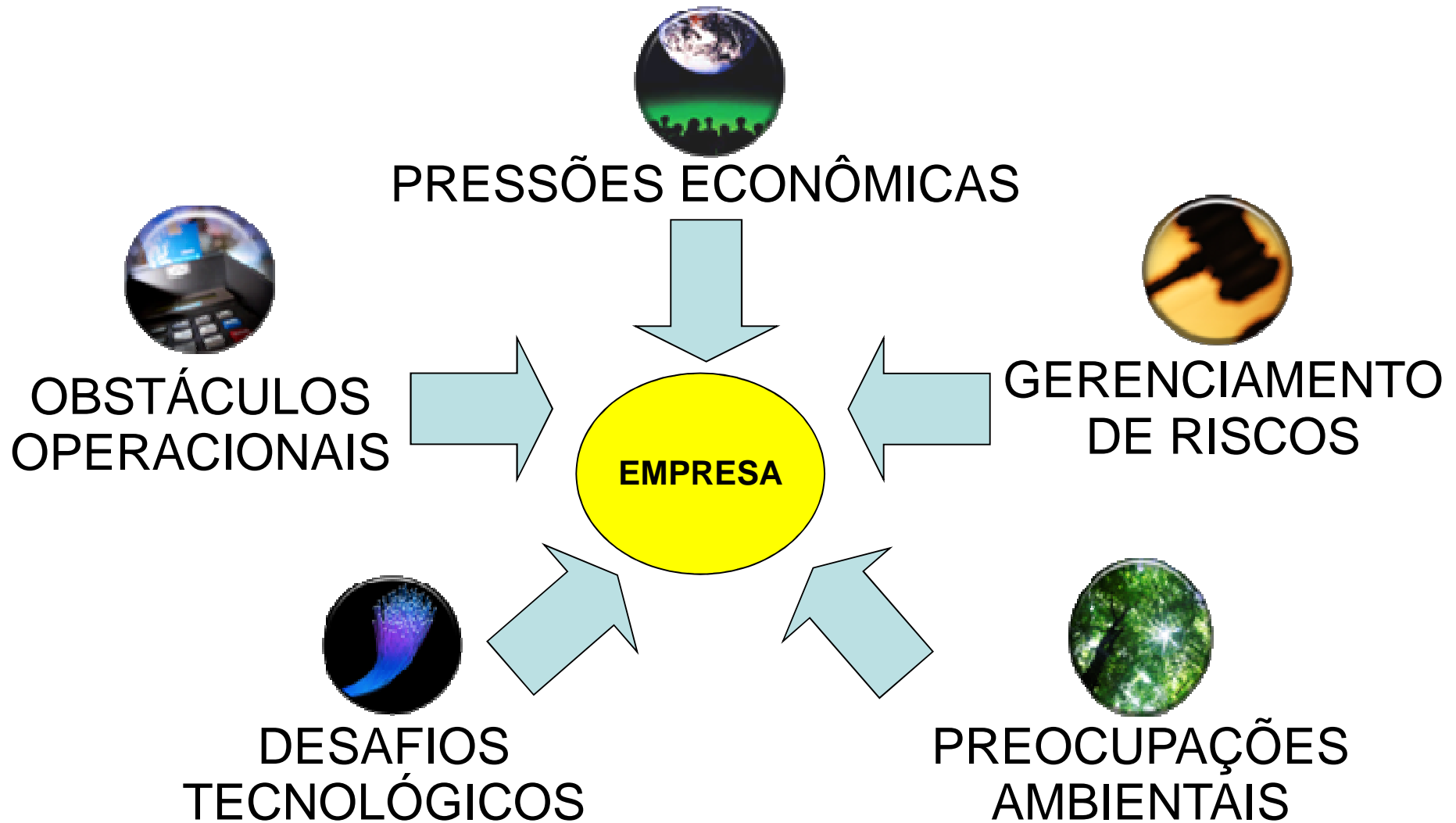
Buscando a Excelência na Prestação de Serviços... Alinhando Objetivos de TI e Negócios.

Carlos TUNES – Asset Management Latin America Executive





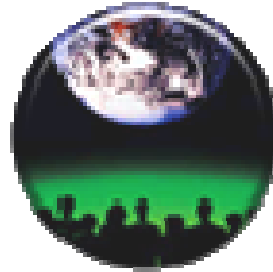
Dinamismo & Tendências do Mercado



Dinamismo & Tendências do Mercado

PRESSÕES

- Fazer mais com menos
- “Estressar” os ativos
- Manter qualidade do produto
- Controle de desperdício
 - Mão de Obra
 - Matérias Prima e Materiais
 - Energia
- Crescer o Mercado



ECONÔMICAS

- Redefinir o ‘Core Business’:
 - “Back to Basics”
- Reavaliação dos Processos
- Racionalização dos Sistemas
- Benchmark & Medições
- Criar uma Nova Fonte de Receita

Dinamismo & Tendências do Mercado

OBSTÁCULOS



OPERACIONAIS

- Globalização / Multi-site
 - Mudanças Culturais
 - Controles Programações de Produção
 - Transformar dados em informação
- Conectar os Silos
 - Esforço para Padronização
 - Busca de Informações nos Dados
 - Agilidade

Dinamismo & Tendências do Mercado

GERENCIAMENTO



DE RISCOS

- Conformidade Órgãos Reguladores
- Saúde & Segurança
- Expectativas dos Clientes
- Competição
- Manter o Negócio
- Investimentos em Programas de Saúde & Segurança
- Diferenciação
- Valor ao Produto
- Extender o Relacionamento com o Cliente...

Dinamismo & Tendências do Mercado

DESAFIOS



TECNOLÓGICOS

- Custos de Médio & Longo Prazo
 - Sistemas Isolados
 - Suportar o Negócio & Integrar
- Conectar sistemas e sistemas
 - Alinhar TI com Linhas de Negócio
 - Reduzir Custo de propriedade
 - Não Desenvolver Soluções Próprias
 - Manter Pacotes o mais “standard” possível

Dinamismo & Tendências do Mercado

PREOCUPAÇÕES



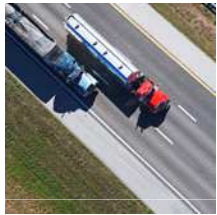
AMBIENTAIS

- Green is Gr€€n
- Consumo de Energia
- Involve Employees in Corporate Awareness
- Percepção do Público



Gestão de Ativos... Que tipos de Ativos?

Transportes



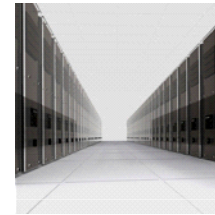
Predial



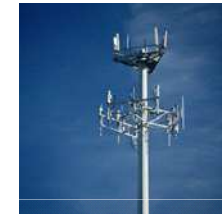
Produção



Tecnologia



Comunicações



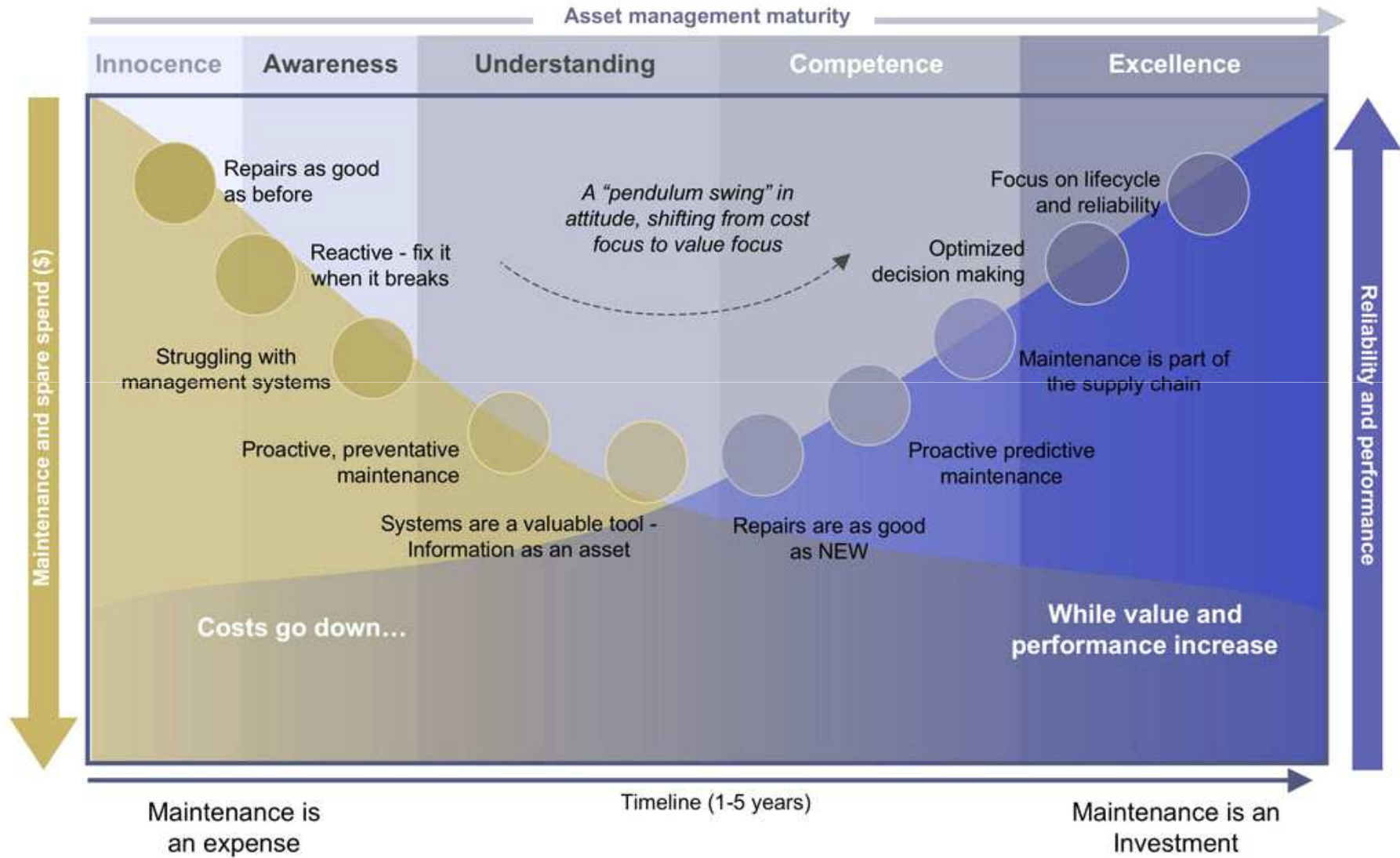
**REDUZIR
CUSTOS**

**MELHORAR O
SERVIÇO**

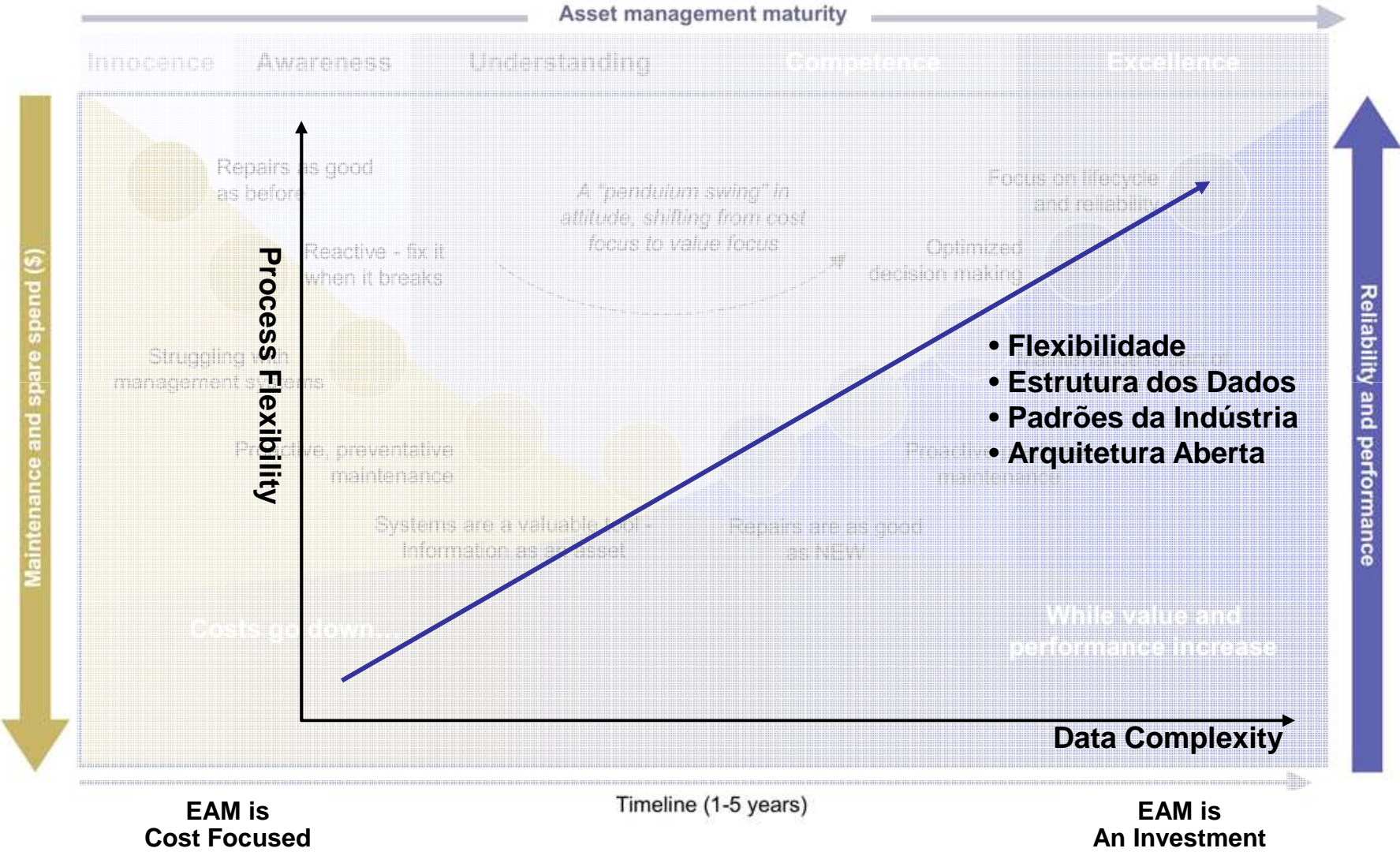
**GERENCIAR O
RISCO**

Garantir a disponibilidade e confiabilidade de todos os recursos necessários para o serviço.

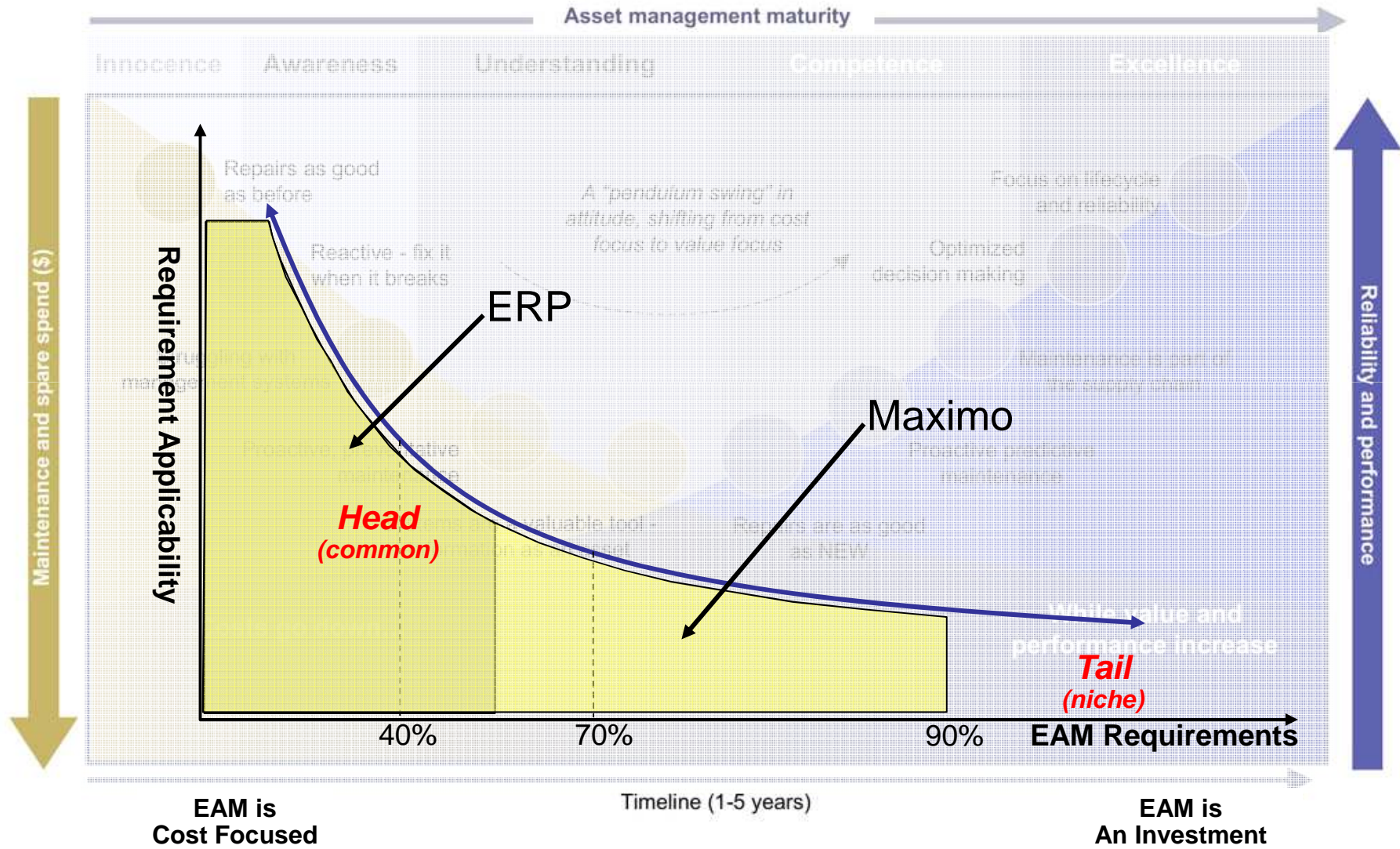
Processos Maduros => Necessidades Maduras



Processos Maduros => Necessidades Maduras

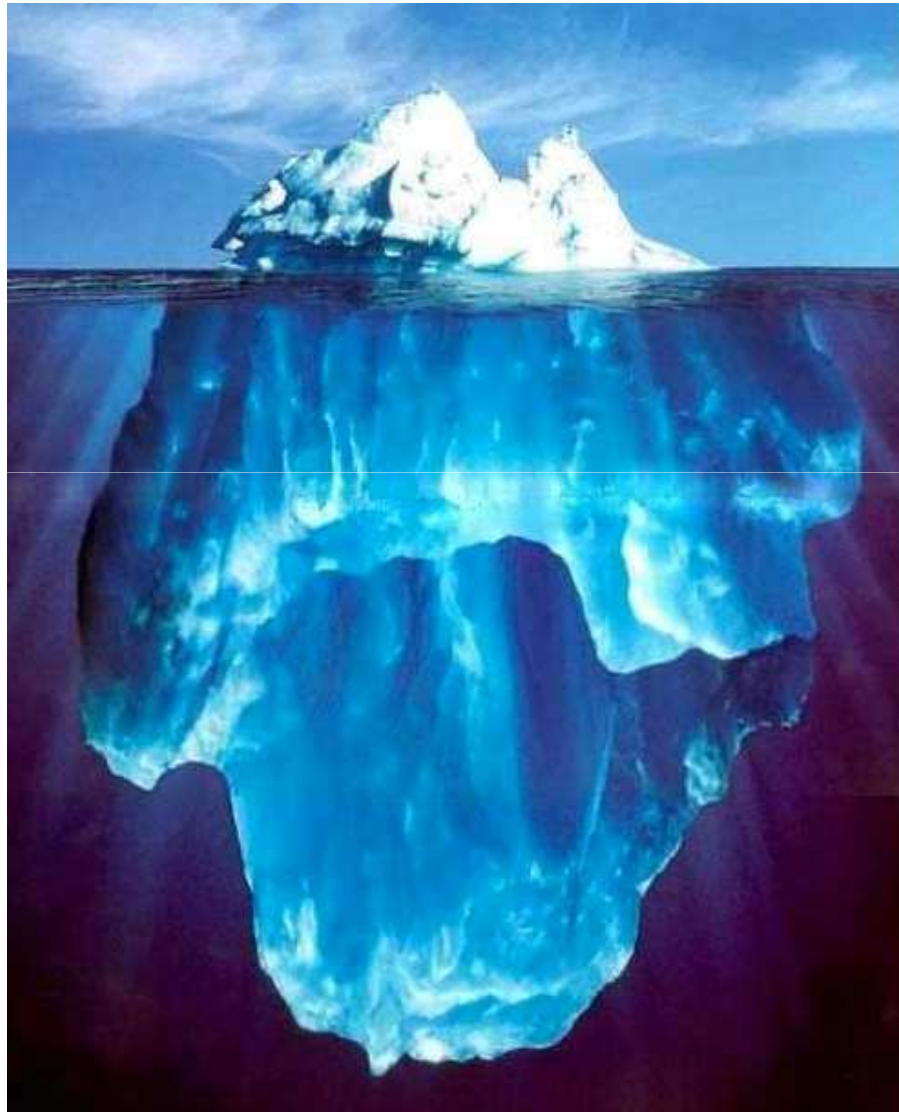


Típicas estratégias de investimento



Custos Integração X Custos Oportunidade

Integração



Funcionalidade

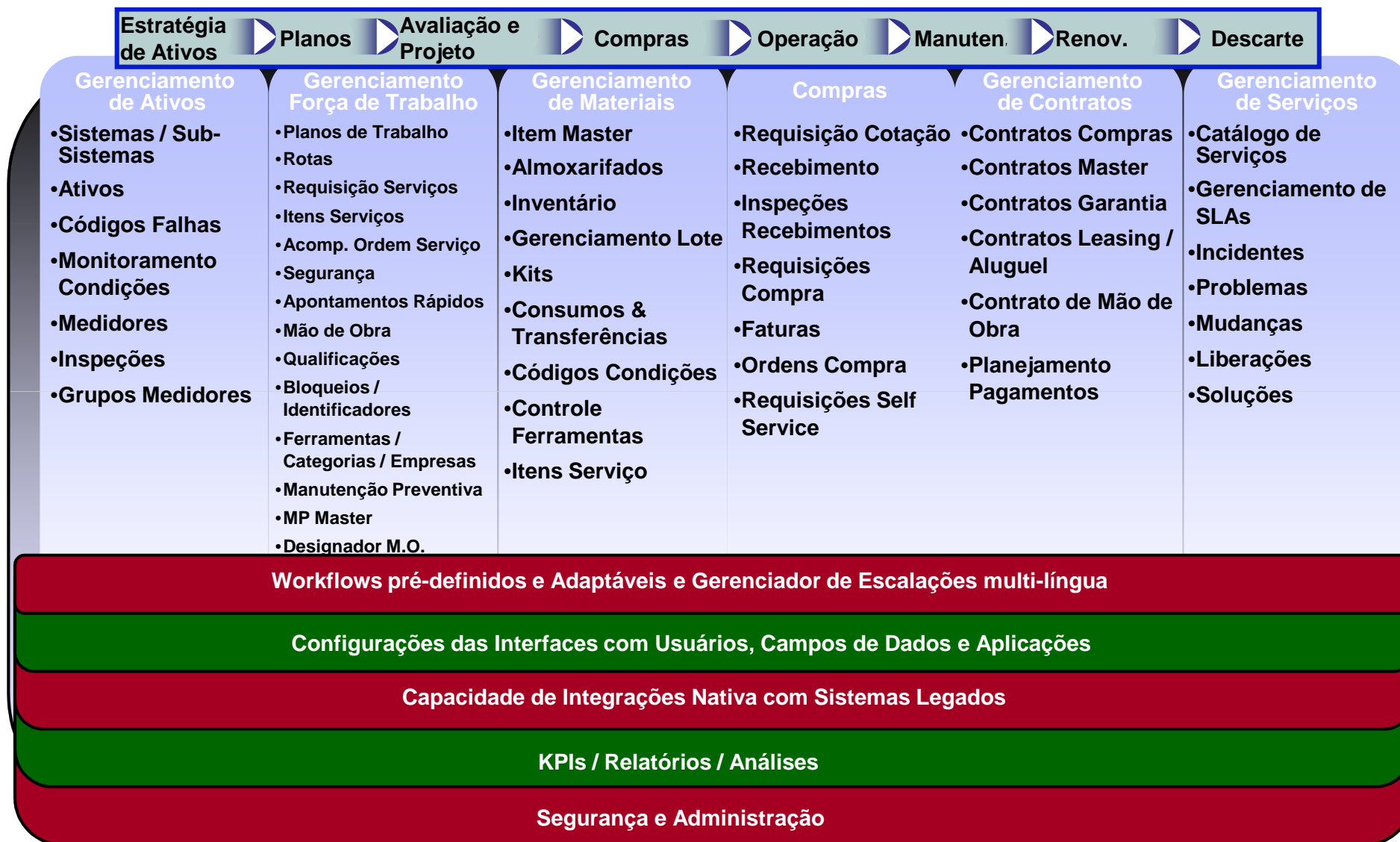
TI

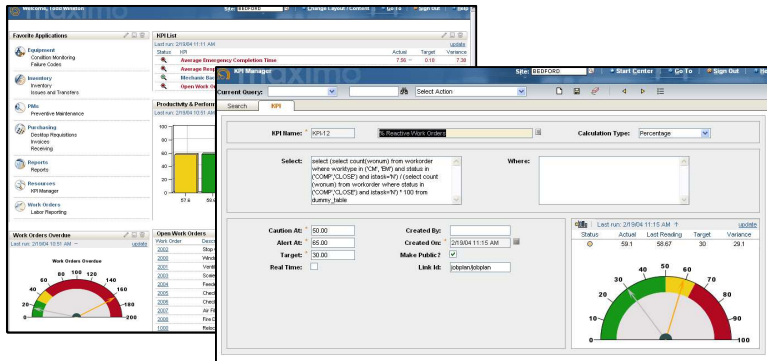


Alinhado?

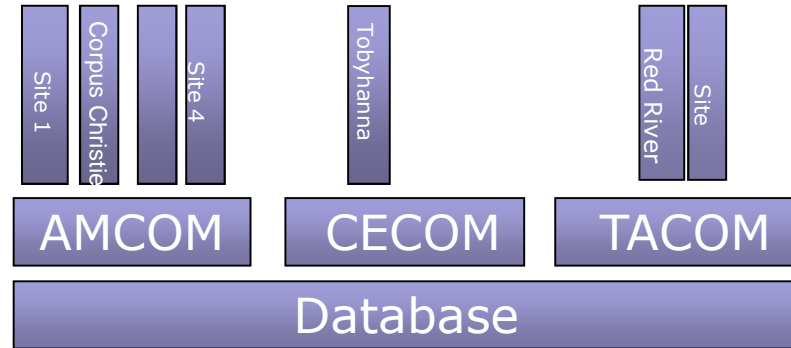
Negócio

Solução Integrada de Gestão de Ativos

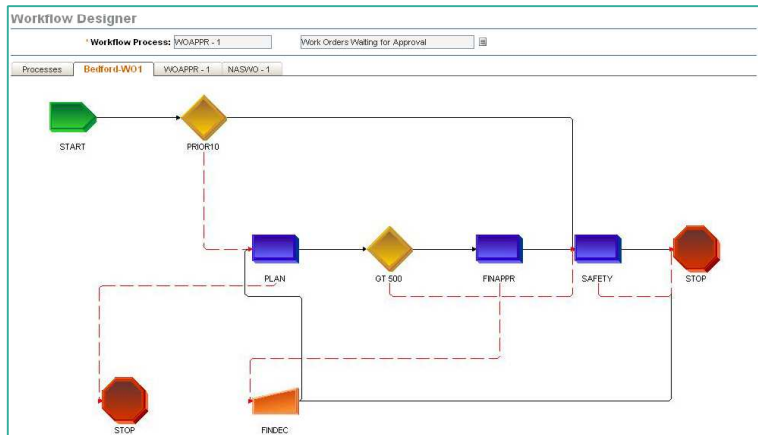




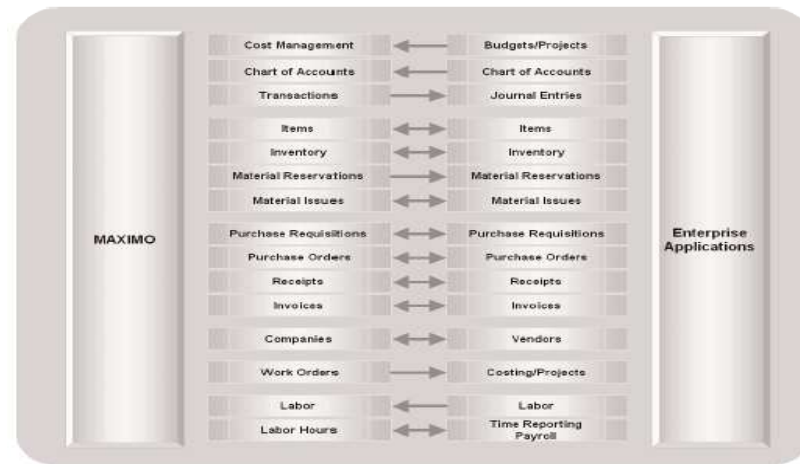
Interface focada no negócio



Multi/Site – Multi/Org Data Segmentation



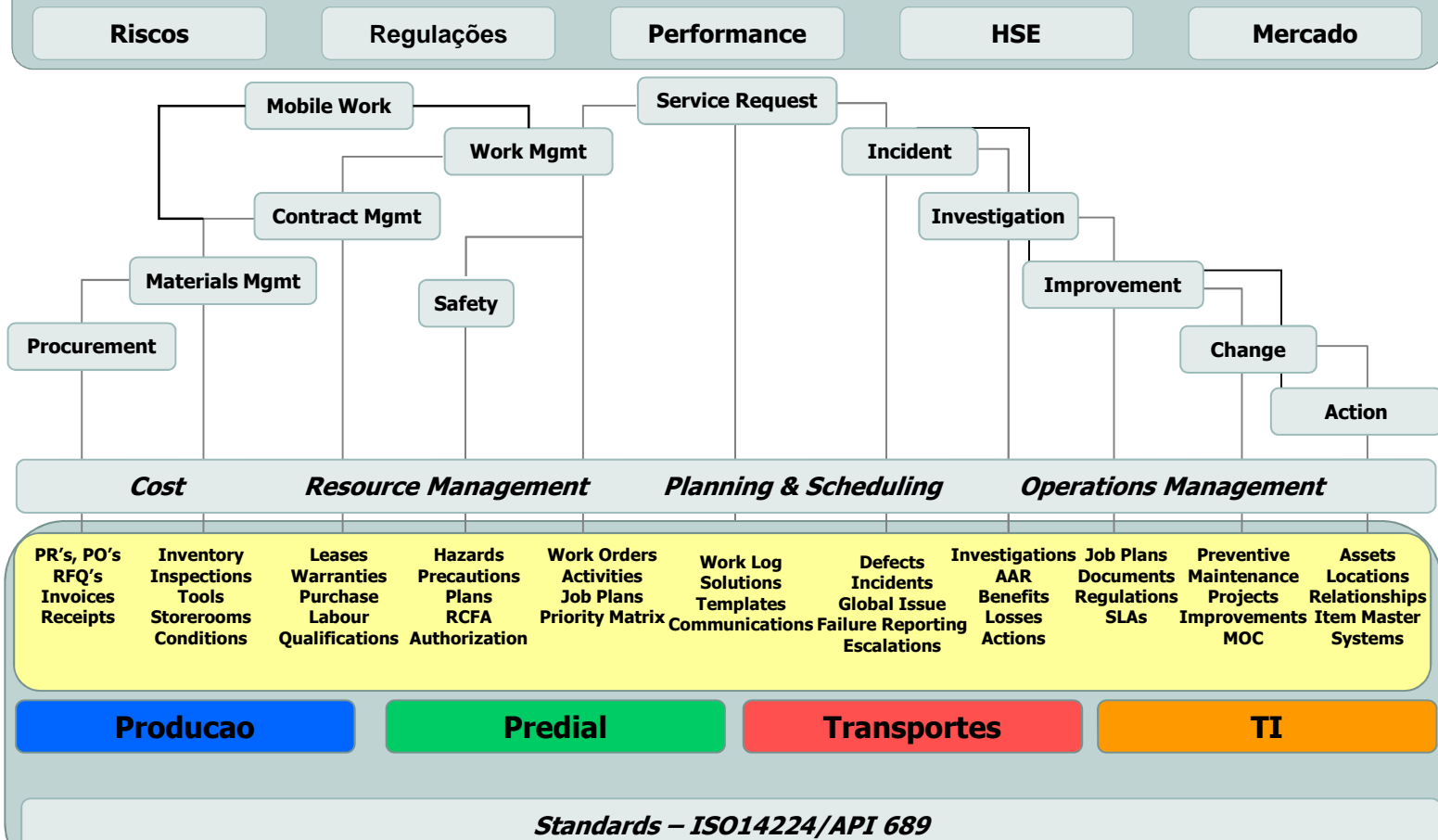
Configuração processos de negócio



Integration (i.e. ERP-PLM-MES-RFID-Mobile)

O Negócio: (Missão, Clientes, Usuários))

Direcionadores do Negócio



Reporting and Governance

Integration

Primavera

ERP

Real Time

Engineering

MS Project

GIS

Customer Case Study – Target Stores



The Company	Target Stores <ul style="list-style-type: none">• Department stores Target & Mervyn's• 2100+ stores plus 23 Distribution centers
The Challenge	<ul style="list-style-type: none">• Solution to manage core assets across geographically disparate operations• Gain operational and maintenance efficiencies via standardization
The Solution	<ul style="list-style-type: none">• Maximo Asset Management• Integrated to various monitoring systems and ERP• Handling > 1 Million calls per year
The Benefits	<ul style="list-style-type: none">• Standardized solution across the country• Ability to implement best practices across operations• Foundation for improving return on assets & reliability

Sainsbury's - Case Study

Sainsbury's

The Company

Sainsbury's Depots

- 4 live, 7 total Distribution Centers

The Challenge

- Reduce Downtime of Mechanical Handling Equipment
- Improve Safety with Parts Moving at high speed
- Designed around engineer usability

The Solution

- Maximo for Asset and Work Management
- Out of the box implementation

The Benefits

- Assets added during construction phase which provides a Life Cycle Management capability to the customer
- Warranty control implemented from start

Migros Eastern Switzerland increases competitiveness with Maximo®



Reference case Maximo



The customer: Migros Eastern Switzerland

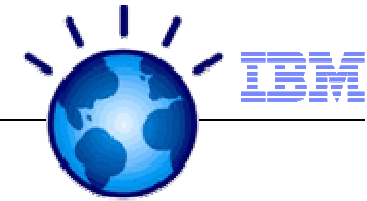
Migros is the largest retailer in Switzerland with more than 1200 locations, including hardware stores, supermarkets, catering concerns, recreation centers, shopping centers and club schools. The company is divided regionally into 10 cooperatives. Migros Eastern Switzerland operates 100 branches with approximately 220,000m2 shop surface area. Migros operates a highly prominent environmental and social



policy. Migros strives for sustainable development, which includes the lowest possible building and operation costs for branches.

„At the push of a button, Maximo provides us with information about which assets are generating excessive costs“

R. Follador, Leader Facility Management,



UTE



Reduce Operating Costs & Risks With Asset Management

Business Challenges

- Improves management of critical assets reducing operating costs
- Respond efficiently the regulatory requirements
- Increase service levels
- Integrated solution for maintenance, engineer, project teams of generation, transmission and dsitribution business units

IBM Solution

- Maximo Asset Management for Utilities
- Maximo Adapter for Microsoft Project
- GBS Implementation

Business Benefits

- Integrated business processes and Synergy
- Synergy between all diferent regions of generation business unit
- Monitor / benchmark diferent generation plants and adopt best practices
- Reduce failure rates & operation costs
- Improve services level with more effectively response times
- Reduce Risks regarding attend regulatory exigencies

Grupo Bimbo

Managing the Distribution of Premier Bread Products



Distribution of 35 Millions of Premier Bread Products through a fleet of more than 34,000 vehicules serving 41,000 routes, and more than 1.8 Millions points of sale all over Mexico and Central America regions.



Business Challenges	IBM Solution	Business Benefits
<ul style="list-style-type: none"> ▪ Bimbo is recognized by it's distribution system and freshness of it's products. ▪ To achieve this goal they need a solution to: <ul style="list-style-type: none"> – Increase vehicle reliability and service levels – Eliminate manual processes. – Increase labor utilization. – Implement single, centralized system. – Automated shop and warehouse operations. – Keep track of KPIs (operational reports and costs analysis) 	<ul style="list-style-type: none"> ▪ IBM Asset Management for production and facility assets ▪ Transportation Industry Solution focused on: <ul style="list-style-type: none"> – Support all fleet assets. – Fuel interface to multiple systems. – Workforce and Skills Management. – Work Management. – Asset Management. – Inventory Management. – Warranty Management. 	<ul style="list-style-type: none"> ▪ Single central data repository <ul style="list-style-type: none"> – Service catalogs, vehicule and spare parts inventory, supplier data, warranty information. ▪ Process under control <ul style="list-style-type: none"> – Electronic and on line authorizations, workflows, operation manuals. ▪ Data Register <ul style="list-style-type: none"> – On site, accurate, automatic validation. ▪ Analysis of Operations <ul style="list-style-type: none"> – Real time KPI's and on line. – Shops, Warehouse, and fleet data visibility.

CLC – Clinicas Las Condes



Improve the Business and Customer Satisfaction With Better Asset Availability

Business Challenges

- Need for integrated Equipment & Asset Management System
- No visibility of the status and location of all assets
- Lost revenue due lack of good maintenance and control of their critical assets
- High growth of the business
- International Medical Accreditations
- Need to become a Center of Excellence in medical service

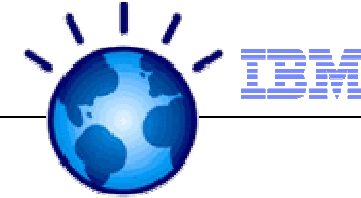
IBM Solution

- Maximo Asset Management
- Maximo Mobile Solution

Business Benefits

- Integrated business processes
- 20% Saved by reduction on corrective actions
- Drastic reduction of fails by preventive maintenance improvement
- Availability of critical equipments improved in 15-20%
- Quality of Customer Services improved





CNA – Confederação Nacional de Agricultura

CNA Ensure Traceability of 24 Milion “Live Assets” on an Area Almost as Big as the Continental US



Business Challenges

- Different process cross the region
- Guarantee livestock traceability on Brazillian territory
 - Brazillian and world citizen health
 - Meat exports
 - Attend Brazilian and worldwide requirements

IBM Solution

- Maximo Asset Management
- Maximo Mobile Solution
- Tivoli Service Request Manager / Tivoli Asset Manager for IT



Business Benefits

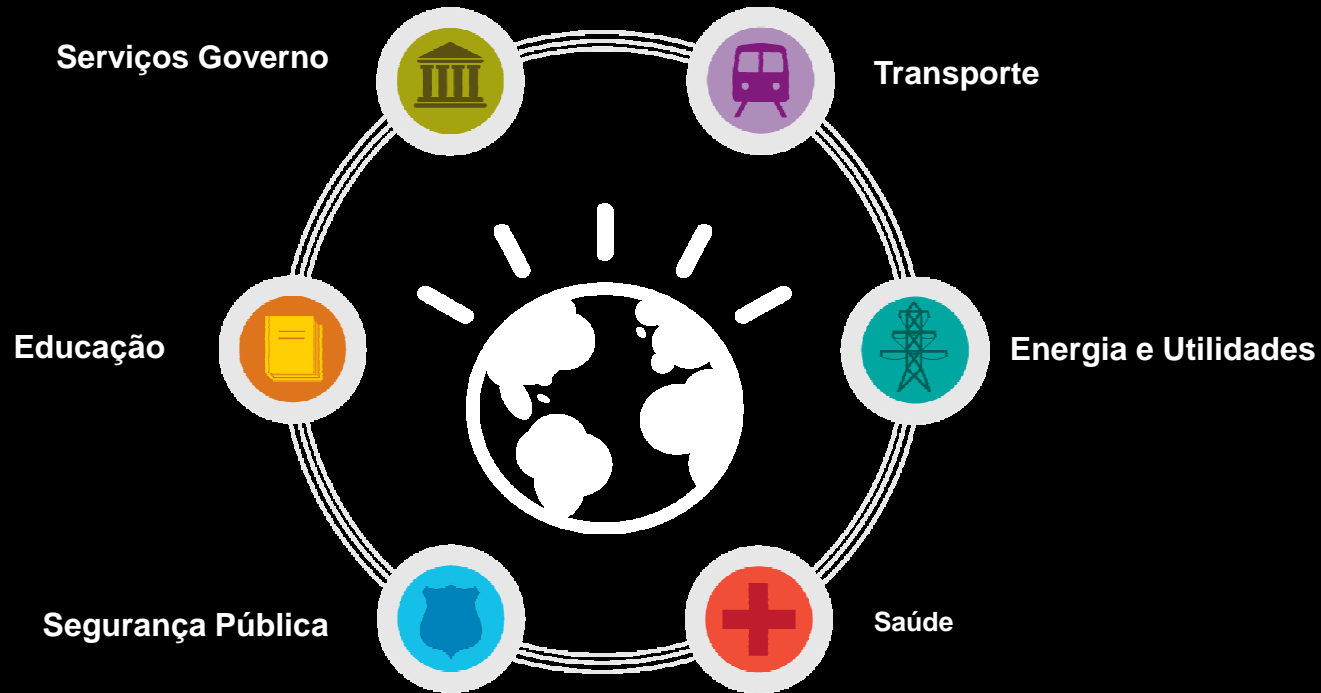
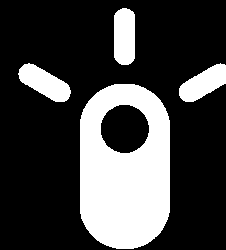
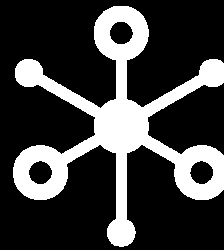
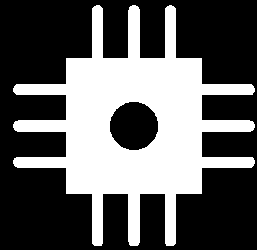
- Integrated business processes cross 27 federation units and 9 millions square kilometers (over US continental area)
- Ensure traceability lifecycle of 24 Millions of livestock assets (cattle and buffaloes)
- Improve transparency and public health protection
- Increase competitive advantage for Brazil livestock sector

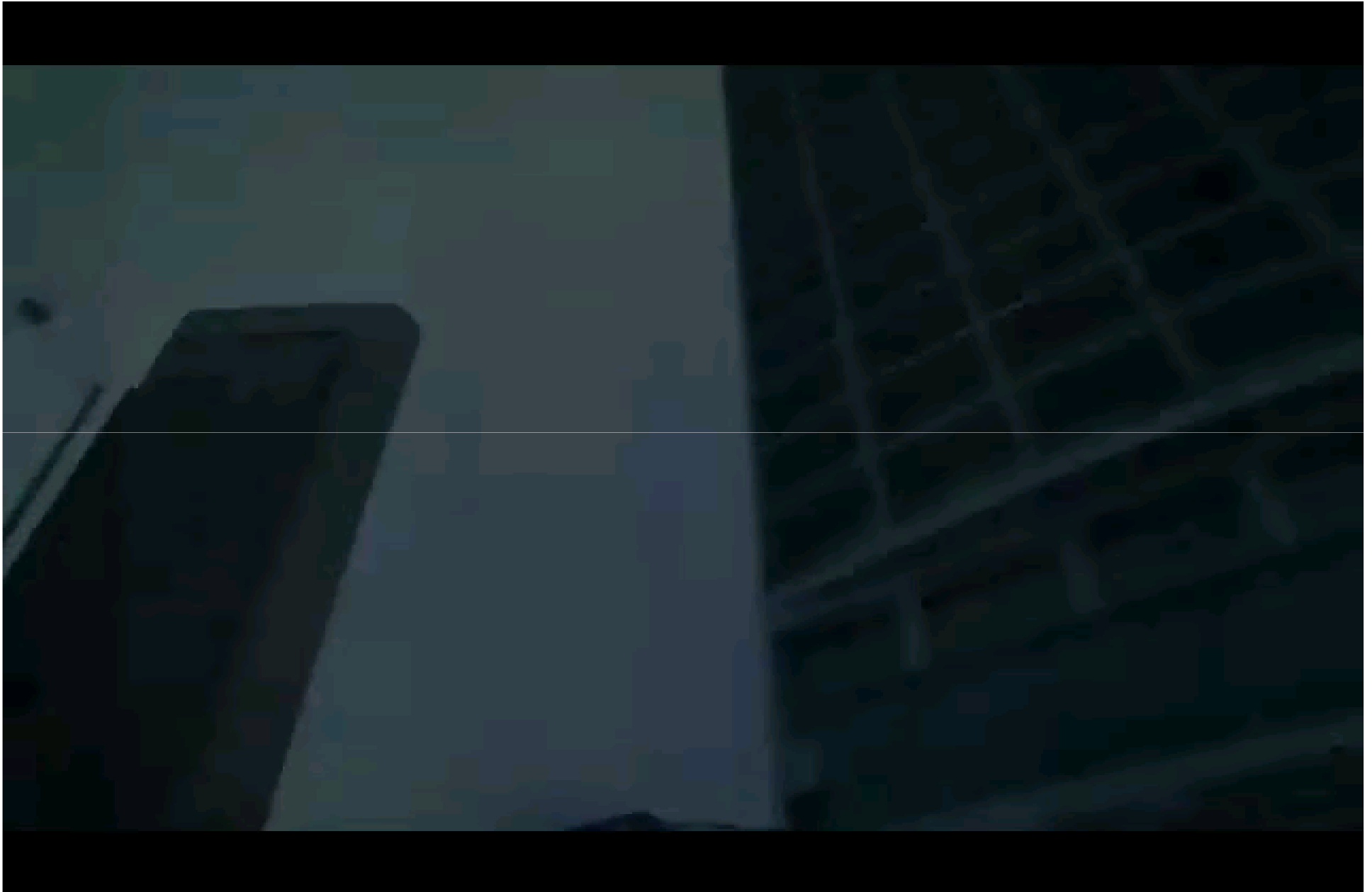
Mining - Vale



<p><i>The Company</i></p>	<ul style="list-style-type: none"> • <u>World's Second Largest Mining Company</u> • Brazil's largest logistics provider - net of railroads (9,863 Km) and 6 ports; 	 VALE
<p><i>The Challenge</i></p>	<ul style="list-style-type: none"> • Consolidate process across over 50 sites and type of assets like locomotives, wagons, trucks, railways tracks, mills, ports, production / transportation lines and mine 	
<p><i>The Solution</i></p>	<ul style="list-style-type: none"> • Maximo • Maximo Integration with Oracle • Top Maximo customer in Latin America 	
<p><i>The Benefits</i></p>	<ul style="list-style-type: none"> • Consolidation of 23 systems • Increase productivity and reliability in 30% • Optimize MRO Stocks • Reduce maintenance planning time • ROI estimated on \$70 Millions on the first year 	

SMARTER PLANET... SMARTER ASSET & SERVICE MANAGEMENT





Em Resumo... MAXIMO



Transportes



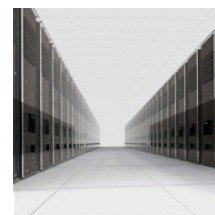
Predial



Produção



Tecnologia



Comunicações



**REDUZIR
CUSTOS**

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**GERENCIAR O
RISCO**

Garantir a disponibilidade e confiabilidade de todos os recursos necessários para o serviço.

**VISIBILIDADE
DO NEGÓCIO**

**CONTROLE DO
NEGÓCIO**

**AUTOMAÇÃO
DO NEGÓCIO**

Obrigado !

Carlos TUNES

Asset Management Executive

Latin America

ctunes@br.ibm.com

+55 11 8229-9913 | +55 11 9930-9674