

READY FOR RESTART

NEW SERVICES &
DIGITAL OFFERS



**ABP MEET
THE EXPERTS**
EVENT SERIES USING THE
VIRTUAL CLASSROOM

SPARE PARTS
SERVICE AROUND
THE CLOCK



Introduction

The changes our world has witnessed in recent weeks are almost unimaginable. The Corona crisis has presented major challenges to the global community, our national society and to our company in particular.

But the crisis has quickly revealed one thing: We are on the right track with our digital business model. During the lockdown, we were able to offer our partners and customers digital solutions enabling contactless training and networking, an offer of which more and more are making use – I am pleased about that because I am convinced of the digital path. At the same time, I am thrilled by the drive and commitment that all employees have shown during this challenging time. We were accessible for our customers – an important sign.

*With best regards
and Glück auf!*
Till Schreiter, CEO

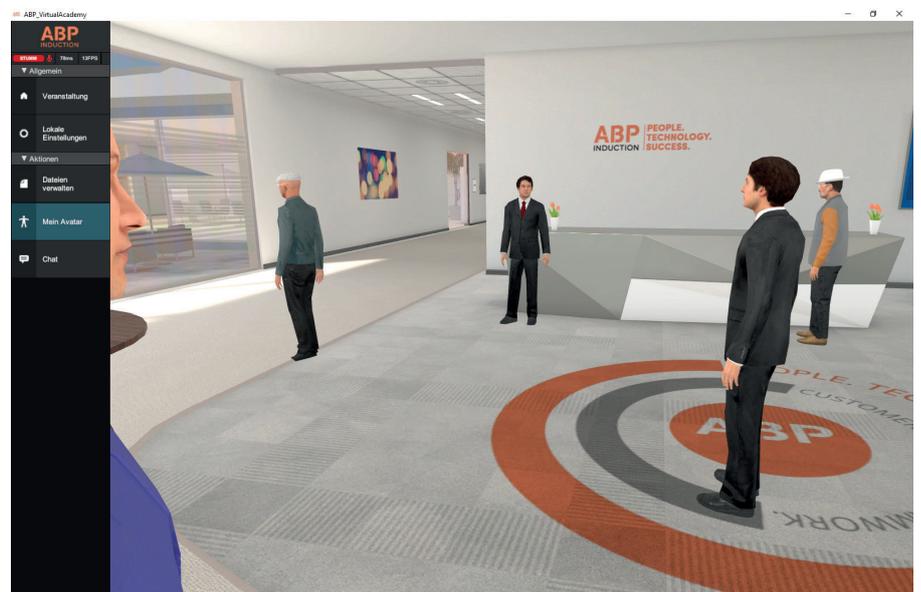
ABP Meet the Experts: Masterclass started

New information and training series in the ABP Virtual Classroom becomes a permanent feature

Training and education of a team are elementary, especially in such a highly sensitive working area as the environment of a furnace plant. MyABP.com closes the gap between the equipment and the necessary training offer: The ABP Virtual Academy, which consists of the areas ABP Virtual Training and ABP Virtual Classroom, is available for all technical areas, at any time, at (almost) any place. Since March 2020, the first networking events have also taken place in the ABP Virtual Classroom. They are the kick-off to the ABP Meet the Experts Masterclass, in which ABP experts, customers and partners provide background information on current technical developments and innovations and offer training courses.

Markus Fournell, Vice President global Service & Digital Products (IoT), is very satisfied with the kick-

off: „Our free preview sessions were just as well booked as the first Masterclass sessions we held together with Lungmuß and Saveway“, he explains. The first external network meeting in the Virtual Classroom, to which the high-tech association Spectaris had invited participants, was also successful (see report on pages 4/5). A network meeting of the german service association KVD e. V. is also planned for the beginning of June in the Classroom. KVD represents 1600 members from the technical service sector. „We are planning further events in the ‚ABP Meet the Experts‘ series – we will shortly be releasing a calendar of events on our website,“ says Markus Fournell. The network meetings are one thing, the training sessions are another: In the ABP Virtual Classroom, there are various possibilities for training. For example, customers are confronted with the digital twin



of a furnace system. „We bring the digital versions of our furnaces into the Virtual Classroom. This is exciting when customers refresh their knowledge about an ABP system.“ A digital session as a kick-off is enormously helpful when customers plan to modernize, expand or completely rebuild their plant. They can experience the topic of product training in a new way: they can have the functions explained, the correct use of individual device features or even tips and tricks for everyday use. The ABP Virtual Classroom opens up many other possibilities. Not only do you get explicit product knowledge delivered, but you also save travel costs and time, and thanks to the fascinating technology there is also a bit more fun. Or think of the onboarding of new specialists: Never before has a team member been more quickly ready for action, better trained and prepared for the new system that awaits him – through his eyes, in his own language.

Lessons learned: Meeting in a virtual environment

We have also learned quite a lot from the first Virtual Classroom Meetings. The goal is to create the perfect didactic environment in addition to the technical environment:

- Dealing with the virtual needs is a skill that needs to be learned. Although this may be obsolete in a few months, in addition to the actual event, we currently recommend training in the use of digital learning environments.
- Even in virtual space, we must not neglect the „human factor“. Breaks are breaks: This also means that they should be spent in virtual space – for networking, togetherness and sharing ideas. Ideally, a warm-up and introduction phase should precede the actual meeting – this creates a sense of trust in the environment, in the participants – and opens up the mind for collaboration during the session.
- Gimmicks belong in virtual space, from the virtual coffee machine to the twittering of birds outside. We need a sense of familiarity and moments of well-being – they too create added value in an environment that is still new to us.
- Anyone who moderates should know the virtual space as well as the seminar or lecture room. Before an event, we also check the overhead projector, acoustics, light and atmosphere – it is best to have full command of the virtual space as well, so that you are free to design the content during the session itself.

Great response for ABP in India

Participation in IFEX 2020 brought many exciting new contacts

ABP Induction had a great booth at IFEX 2020 – 16th edition of International Exhibition on Foundry Technology, Equipment, Supplies, Services and 10th edition of Cast India Expo – Exhibition for Indian Casting, Concurrent to the 68th Indian Foundry Congress. Organized by the Institute Of Indian Foundrymenim Chennai Trade Centre, Chennai, Tamil Nadu, the event took place at the end of February and was the last major industry gathering before the lockdown. CEO Till Schreiter and AR/VR expert Guilherme Viana were on site for ABP. In various sessions, the experts introduced the audience to ABP's innovations, in particular its digitization strategy. Many new contacts were made at the fair, although ABP already has a strong community in India anyway, as can be seen from the access figures to ABP articles in its own Facebook channel (www.facebook.com/ABPInduction) and on its own LinkedIn page (linkedin.com/company/abp-induction-llc).



Driving business with Smart Services

Spectaris Knowledge Space: Till Schreiter and Markus Fournell demonstrate to trade visitors how solutions can be developed and marketed with a customer focus

Driving business with Smart Services – and developing and marketing this in a customer-focused manner – that was what the Spectaris Service Conference in March was all about. What Spectaris and its event partner ISS Service Business School Hamburg have developed in recent years with the series of events at Arvato, Rational and Bizerba was put into practice in a very fundamental style this year: The meeting took place in a completely virtual environment. ABP's new development, the Virtual Classroom, was the meeting point. Not only did this lead to insights into the content of Smart Services, but also to a very practical insight into the use of a smart environment - learning at two levels, so to speak.

Till Schreiter, President of ABP Induction, used his opening speech to explain how ABP Induction has transformed from a plant engineering company to a digital service provider. „Sales markets are changing as a result of price pressures resulting from energy prices, electromobility and global competition,“ he said. „If you want to remain competitive, you have to rethink your business model. This also applies to the fact that our products are so mature that we can hardly generate any performance improvements. Our answer to this is: Digitalization.“ In addition to plant engineering, ABP began to focus on service at an early stage: „Service is an important part of our business:



It's almost 50 percent, which is far above the usual 20 percent as is common in machine engineering.“ This is what the ABP digital strategy looks like: Digital solutions are open and the customer has data authority; his customer benefit is also clearly visible. In addition to this, a digital business model is seen as an independent entity. The digital transformation is a global occurrence. „Our understanding is that the purpose of digital transformation is not to secure the existing business model, but to develop a new business model that builds on ABP's strengths. Our service business will be digitalized at three levels. This involves digital service products, partnerships and digital marketing channels,“ said Till Schreiter, who was quite open to the idea that at some point ABP would no longer be

able to produce machines: „The crucial aspect is to realize that you are no longer the classic machine manufacturer, for example. You have to be able to let go, otherwise you can't start.“ The benefit is the success factor that you have to focus on.

Back to myABP.com: Customers benefit from fewer unscheduled and scheduled downtimes, all important information is available on myABP, and better training reduces repair time and energy consumption. ABP itself also reaps the benefits of course - through more intensive customer loyalty as a result of more presence at the customer, a continuous cash flow and the opportunity to gain experience in digital transformation.

Basically, ABP is opening up further sources of income and raising the

acceptance of myABP among customers. The ABP President adds, „That’s why white label solutions are available, either under the MyGlobalFoundry brand or through a third-party label“. „The potential that white label offers means that we can also address other industries. From the foundry industry, the theme also extends to glass, pharmaceuticals and many other sectors, enabling us to implement diversification through digital transformation. For the future, ABP has its sights set on product development on the basis of digital twins, including process optimization with AI-based data analysis in 2021.

At the end of his presentation, Till Schreiter formulates the goal as follows: In digitalization, you have to be fast and not want to solve everything on your own, but in collaboration with partners. And it is important to address the issues: Digital marketing channels are an essential tool for this. „There are certainly companies that are hoping to simply buy software to solve their problems. But it’s important to include identity.“ This also applies to the sale of services: „Sales must adapt, it has to incorporate a sense of service. Not every product sales force can also provide service sales. What counts is the transition from high-volume products to low-volume, sustainable services.“ They require their own branding and a clean portfolio.

Markus Fournell, Vice President Global Service & Digital Products (IoT) at ABP Induction, then went on to explain ABP’s practical approach. He presented the initial situation using a picture: It illustrated the gap between customer and service provider that had to be bridged. „Digitalization

is that bridge: A variety of measures bring us closer to the customer – and the customer reaps the benefits“. All relevant information is now available and synchronized, allowing better calculation of running costs, which in turn leads to faster and better service, and ultimately to higher productivity. „A decisive benefit is that we do not store the data onsite at our premises, but at the customer’s – this is an enormous help in the acceptance of digital solutions“.

When designing the platform, it quickly became clear that ABP was on the right track with its decision to not tackle the project alone, but with development partners. Throughout the development phase, long-standing ABP customers were involved in the work, providing valuable practical input. „In this respect, we have concluded that the supplier neutrality and versatility of myABP is exactly what the market obviously needs. Our customers appreciate the combination of M2M connectivity

via the cloud, virtual training, augmented reality support, plant overview and reliable service. This is how predictive and preventive services can be offered.“

Markus Fournell praised his team, which combined both: a traditional service business and digital solutions. „Driving both has been a major accomplishment, but the combination now makes it work.“ With this starting position, he said, it was much easier to approach the market, which is often conservative by nature: „Customers however were quick to see added value and ROI in the examples, and we were particularly surprised by the dynamics here. Our service sales force is now challenged“. Fournell senses a transformation process within the company: „The achievements such as the kick-off of the digital solutions at the leading trade fair GIFA 2019 sparked enthusiasm among the workforce. Appealing environments such as the Academy with the Virtual Classroom – that opens their eyes and fills them with pride“.





Service around the clock

Colleagues in the service department kept operations running even under extreme conditions

ABP customers can rely on one thing even in times of a worldwide pandemic: that the service at ABP works. This is because various measures have been taken to ensure 24/7 availability at all times. At the same time the mobile service fleet was prepared: As of now, ABP's service vehicles are immediately recognizable in the field.

out on site in Dortmund, alternating on a daily basis, safety boundaries were created with Plexiglas. „But ABP was also extremely flexible when it came to set up the IT infrastructure – the transition to mobile work was straightforward,“ he says. This meant that quotations could be written at any time, inquiries could be processed with the system and technicians could be supported with

spare parts.

To ensure that this was also noticeable out in the field, ABP ensured that the service vehicles were clearly visible with new lettering. Now our vehicles can be clearly attributed to ABP – rounding off the positive overall impression of the service. „We give everything for our customers, and I think you can see that in everything we do.“

Whether by service mail or by telephone via the hotline – ABP service was always available. „The whole world called“, explains Nils Vogt from spare parts sales. „Everything went well, even if the work processes were totally different“, he says. „Our message to customers or even to engineers, working on commissioning, was: We can help, we're there, we can help keep the businesses of customers and partners running. We wanted to let them know: „You are not alone. And that is exactly what we have done. „To this end, work was carried



Restarting systems and plants in 3 steps

ABP DIGITAL START-UP CHECK: Digital service available right now

The time has now come for many companies to start up all their plants and systems again. In doing so, it is important to proceed particularly carefully and cautiously in order to identify potential hazards and problems that could arise as a result of closing down or taking the wrong steps during start-up. The Dortmund-based foundry experts, ABP Induction, can provide assistance here – and thanks to the digital Expert on Demand solution, this is done completely contactless and is available virtually anytime and anywhere.

„After having shut down their plants, many customers have taken advantage of our services for extensive maintenance and repair to have the plants ready for the time when operations resume. That moment is now,“ explains Markus Fournell, VP Global Service & Digital Products at ABP Induction. The service workshop and the spare parts division at ABP were available around the clock, even when operations were suspended. We were able to deliver many spare parts directly from our warehouse or via partner stocks.

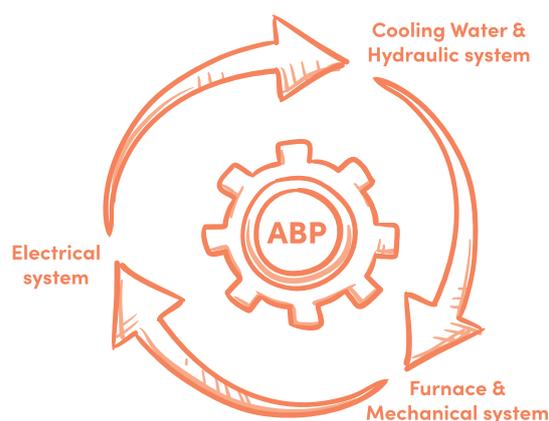
Maintenance and servicing are one thing, the safe restarting of systems and plants is quite another. The inspection of site safety is a fundamental measure that companies should plan for before they restart. „It may very well be possible that plant operators only notice damage during the course of operations or in the later process – and this can result in costly production downtimes. We recommend that customers

carry out all inspection, testing and maintenance procedures that have been suspended since the production shutdown now. Our experts can provide assistance here completely digitally and contactless – with Expert on Demand,“ says Markus Fournell, going on to explain: „The core tool here is Augmented Reality: It makes it possible for our ABP experts to see what the customer sees. They use AR glasses, a tablet or simply a smartphone.“

ABP experts recommend that, as with any other recommissioning of idle machinery, standard operating procedures should be followed in order to bring idle equipment or processes back into operation in compliance with regulations. „We are able to digitally accompany these processes and provide instructions. Customers are supported by an ABP expert throughout all processes and can thus optimally benefit from ABP know-how“.

How exactly does ABP help? „We are involved, for example, in the visual inspection of the crucible for washouts and cracks – and we see everything through the eyes of the customer,“ says Markus Fournell. ABP experts help with commissioning: Testing the emergency stop circuit with all confirmation switches can be performed digitally, as can checking the earth fault measurements. If the system outputs a service request during restart, the ABP technician then helps to identify the correct spare part.

With the virtual technology, the ABP expert can go through



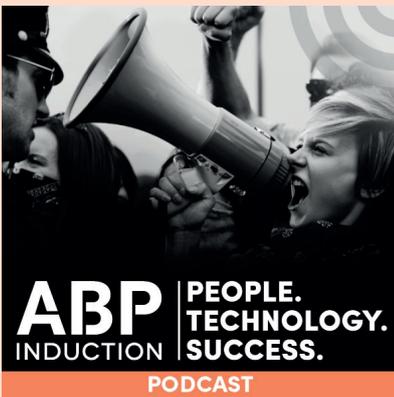
various settings on the system with the customer to rule out any operating errors. „He can support employees in performing simple operations that may then already resolve the problem. And: The ABP service is available at an incredible speed, as long waiting times for a service appointment or technician availability are not an issue – this is extremely important these days, when plants have to be put back into operation quickly“.

ABP brings a greater level of intelligence into the furnace systems – for the highest possible productivity, maximum availability and optimum quality on the customer's side – especially when restarting after the lockdown. The digital Expert on Demand can be contacted very quickly: „Customers simply call our technical hotline +49 231 / 997-1111 or send an e-mail to service.de@abpinduction.com, so that a digital Expert on Demand appointment can be arranged at very short notice. Once this is done, nothing stands in the way of quick and safe recommissioning,“ explains Markus Fournell.



Information at first hand: The ABP Podcast

Who better to explain technical backgrounds and describe interrelationships than our ABP experts themselves? For this reason we have created the ABP Podcast. Under the title „People. Technology. Success. – the ABP Podcast“ it can be found on all common platforms like Soundcloud, Spotify and Apple Podcast. Listen to it right now: In the first episode Johann Konjer, Service Sales Engineer Modernization, talks about the discontinuation of DICU3 (see also ABP News 2). All links can be found here: bit.ly/2ZAUPx7



Colleagues at ABP: Do you know Weerasak?

Since 2009 Weerasak has been working in the service department of ABP, more precisely in Pathumthani in Thailand. „I have great colleagues, we always help each other out. I always do my best to push the company, but also myself,“ says the service expert, who has been with ABP for many years. If you would like to learn more about the colleagues at ABP, take a look at www.abpinduction.com – under „PEOPLE“ we introduce many employees from all over the world.

100 seconds ABP: Our video format brings you the latest information quickly

In 100 seconds, our ABP experts get focused – in our new video format of the same name. In „100 seconds ABP“ the ABP experts talk about new technical solutions and present use cases for innovations such as augmented or virtual reality. Our claim „People. Technology. Success.“ is also about the people at ABP, which is why we always have a colleague explain the technical topics personally and individually. In the first episodes, Markus Hagedorn, for example, discusses the new OCN system and explains from his own personal point of view what advantages he sees there for business success and the environment. Robin Czarnetzki explains the virtual working environments and shows how he personally moves around in the virtual classroom or how he uses virtual reality training on digital twins. Just have a look: You can find our 100-second videos in German and English on our YouTube channel – we look forward to your feedback: bit.ly/2XIA5qh

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ABP editorial staff:

Markus Fournell, Gordon Kersten, Ulrike Szymura, Dr. Marco Rische (verantw.)

Realisation:

Michael Braun (Medienhaus Waltrop)

Suggestions, contributions and questions to ulrike.szymura@abpinduction.com