

## Pulp mill in Indonesia chooses ABB Advanced Services ABB wins order to help mill optimize productivity and profitability



ABB used an effective strategy to expand its service business at an Indonesian pulp mill.

### Using a strategy that capitalizes on the depth and value of ABB's offerings, ABB bundled services that will optimize a pulp mill's equipment and process performance

ABB won an order to deliver complete mill automation for an Indonesian papermaker's pulp mill that includes a Distributed Control System, Quality Control System, process instrumentation, drives, motors and process electrification, as well as Advanced Services. ABB will also deliver maintenance services.

During discussions with ABB, pulp mill managers quickly understood that ABB's Advanced Process Control (APC) would provide the optimization and control needed at the pulp mill. Convinced of its benefits, the papermaker ordered the APC package. With APC as the key component, ABB then bundled additional Advanced Services into the order, including three ServicePort Service Delivery Platforms, as well as the Loop Performance Service. With these Advanced Services, the mill will be able to identify potential problems and correct them before they escalate, ensuring optimal equipment and process, reliability and high product quality.

#### ABB challenge

- Differentiate ABB Advanced Services from the competition
- Demonstrate how ABB services helps increase performance
- Show how ServicePort delivers Advanced Services quickly and securely
- Bundle additional complementary Advanced Services

#### ABB solution

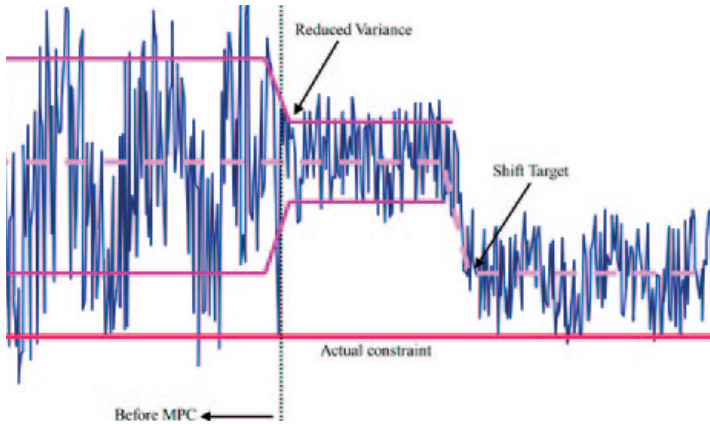
ABB positioned Advanced Services, which are designed to enhance ABB product and system performance, as customer value-adders that cannot be matched by competitors.

ABB is providing the mill with the tools needed to maintain high automation and process availability. By investing in ABB Advanced Services, which are designed to identify potential problems and provide recommendations to correct them, the new mill will have the tools needed to achieve peak productivity and quality.

The first Advanced Service that the mill ordered for the mill is Advanced Process Control (APC) for pulp mill optimization. The APC packages use data already gathered and available in a pulp mill's automation system to predict and control operations.

# ABB Advanced Services

APC packages include AutoBleach, AutoBoiler, AutoCook, AutoLime, AutoOxygen, AutoPower, AutoRecovery, AutoVapor and AutoWash to address the respective pulp mill areas.



Mill managers invested in ABB's Advanced Process Control (APC) for pulp mill optimization. APC uses data from the mill's automation system to predict and control operations. APC identifies variability in a process and adjusts controls to reduce the variability, resulting in improved production and quality. The figure above represents a mill process with high variability in which ABB's APC was applied to help reduce variability and produce a smoother process.

At the mill, ABB Advanced Services will be delivered through ServicePort, a secure, remote-enabled service delivery platform. ServicePort allows users to view, scan and track Key Performance Indicators for a variety of equipment and processes so that potential problems can be identified and mitigated. To address its equipment and processes, the mill will employ three ServicePorts.

ABB Loop Performance Service, powered by ServicePort, will help the mill identify and correct loop performance issues to improve control performance and achieve optimum results from process automation. Loop Performance Service benchmarks control loop performance and pinpoints problems that reduce control performance so they can be addressed.

The ABB team won this order with a sales strategy that capitalized on the customer's initial commitment to purchase APC. ABB was able to show the customer how APC delivery would be complemented with Loop Performance Service and three ServicePorts. With ServicePorts in place, ABB is positioned to deliver additional Advanced Services in the future.



Customers and ABB engineers use ServicePort, a secure service delivery platform, to analyze Key Performance Indicators on equipment and processes. The pulp mill will have three ServicePorts to help mill personnel identify and correct potential problems.

By having a solid roster of robust service offerings, ABB augmented the mill's initial solution choice with complementary ABB services to give the customer significant added value. This approach helped ABB gain an advantage over the competition.



Plants use ABB Loop Performance Service to identify and correct loop performance issues. The pulp mill will employ Loop Performance Service to obtain the greatest value from its automation assets by finding and applying the best tuning parameters.

# Results

## Results

ABB received a significant system and services order from the mill. Importantly, this order improved ABB's ability to position Advanced Services in a robust position apart from ABB control system sales, enhancing the local region's ability to pursue ABB service business outside of ABB's system installed base (that is, on competitive systems).

## ABB benefits

- Ability to significantly supplement an initial order
- Confidence that the customer will achieve better performance
- Effective strategy to expand ABB service business that can be used in future pursuits
- Capacity to offer services that provide added value and differentiate ABB

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