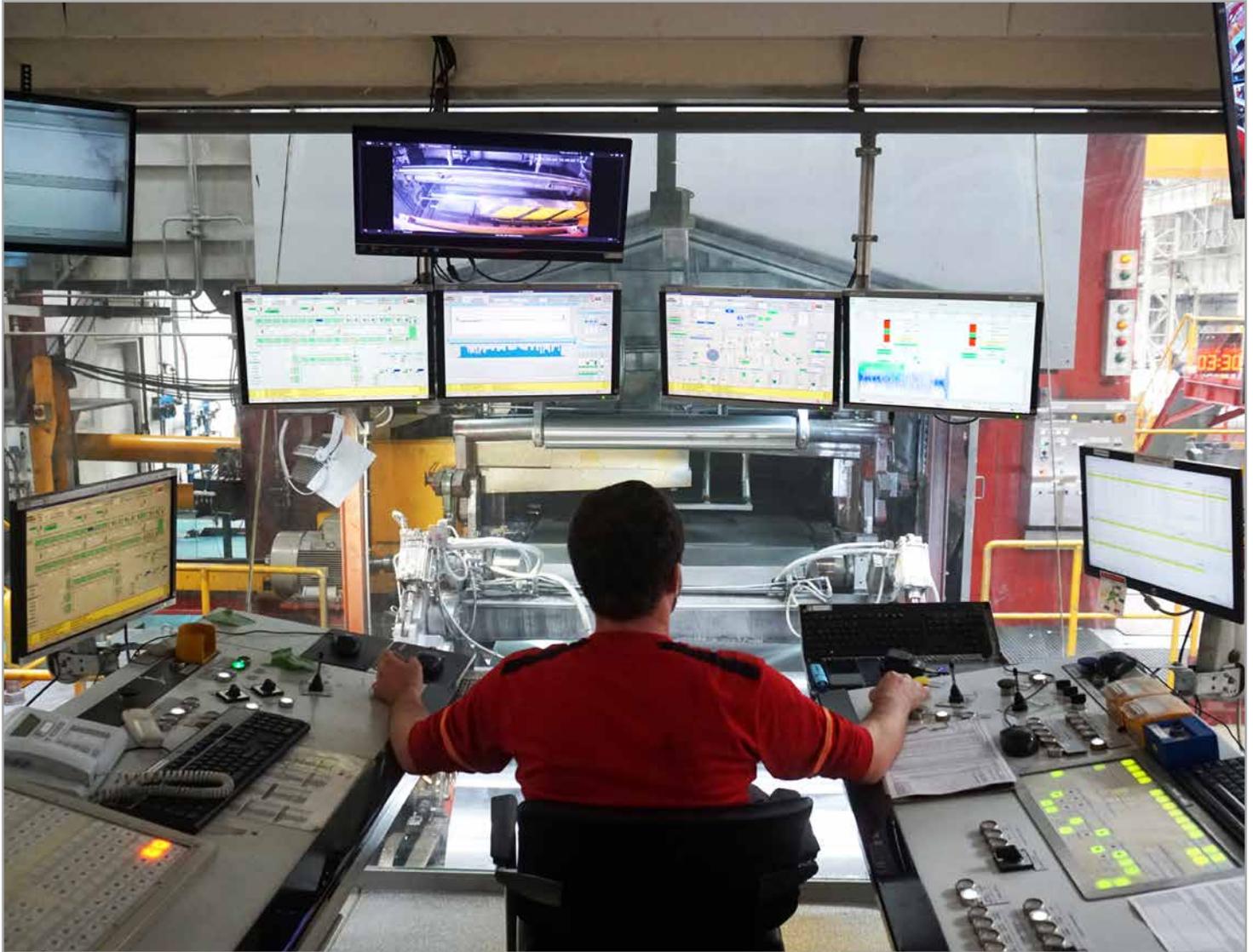


PRODUCTION manager

Magazine for logistics & production



PSImetals put to use at ASAŞ ALÜMİNYUM

Managing Complex Production Right From the Start

Product report

KPI-based management
of sustainability in business
processes

Active Optimization
of Sustainability with
Qualicision AI

User report

Itella Russia relies on
PSIwms Warehouse
Management System
IT Basis for Efficient
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Product report

Opportunities and
limitations of remote ERP
implementation
Always Remote From
Now On!?

EDITORIAL

Dear Readers,

The global pandemic has changed the way businesses operate and interact with their customers. A resulting key question for me, as Head of Global Support at PSI Metals, is how we build and enhance the depth of our customer relationships from project inception through to maintenance. This question is not just relevant during the pandemic but also coming out of the pandemic into what is called the “new normal”. Therefore, key themes for our Global Support function will be transparent and responsive communications, excellent and flexible customer service as well as building trust and empathy. Slowly global economies and, particularly the metals industry, appears to be adjusting and investing which



has meant kick starting exciting new projects and upgrade journeys with PSI Metals. I am in the fortunate position to speak to customers from across the globe and I have been inspired by their varied approaches to managing this past challenging year and their plans for the future. This has helped inform our areas of focus for Global

Support and how we organize ourselves.

This issue of PRODUCTION manager gives you insights into how the production and logistics industry has adapted and what the current trends are in the market. Read in the cover story how the Turkish aluminum producer ASAŞ optimized its production with PSI Metals. Other articles cover a wide range of topics around PSI Metals Release 5.21, Deep Qualicision, remote ERP implementation as well as several user stories.

Warm regards,

Julie Clements
Global Support
PSI Metals GmbH



You can also read Production manager online:
www.psi.de/de/psi-pressevents/kundenzeitschriften/

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TITLE STORY

PSImetals put to use at ASAŞ ALÜMİNYUM

Managing Complex Production Right From the Start

It's incredibly exciting to build a plant from scratch, but it's also anything but easy—and that's exactly the challenge ASAŞ faced in 2014. In order to meet the challenges of increased production volumes, operational efficiency and customer satisfaction, the Turkish aluminum producer wanted to implement a state-of-the-art production management system at its new plant in Akyazı, Marmara region of Turkey. After hearing about PSImetals as a holistic solution for the metals industry, the decision was made to work and paint our joint future together.

ASAŞ was founded in 1990 and has five state-of-the-art production facilities with over 2600 employees. The company produces finished and semi-finished products to serve many sectors internationally such as construction, automotive, railway, commercial vehicles, energy, packaging, consumer products and maritime and exports its products to over 90 countries.

In parallel with the completion of the construction of the new plant, ASAŞ decided to work with PSI in 2014 and when the plant started production, the implementation of the PSImetals solution was still underway. The joint project was carried out in two phases: In phase 1, the PSImetals modules Production, Order Dressing, Quality and Logistics were implemented by 2017 and several new lines were added in phase 2 in the course of the next two years.

From Sales Order to a Production Order

A particularly special component of ASAŞ solution is PSImetals Order Dressing (OD). It enables the process of converting a sales order into a

production order, defining the production route and the material requirements (in terms of weights and dimensions) along with quality control activities to ensure that the required

quality specifications are achieved.

OD has a rule-based engine that merges customer requirements with production and quality practices. Due to the large number of possible attribute combinations in a customer order, it is mandatory to consider each ordered material individually. Based on the dimensions and the material properties required by the customer, OD's rule based engine performs the so-called "technical elaboration" and defines the operational steps from start to finish. Depending on specific customer requirements, OD can also generate a special route for a customer. OD takes the sales orders from SAP and gives feedback if the order cannot be produced due to technical lim-

itations. The production steps and routings generated by OD are transferred to planning. OD also interacts with Milltec—the Level 2 system of the Cold Rolling Mill. Based on the feedback it receives from the L2 system, OD can automatically update the routing. For example, based on the model updates, L2 system can



instruct different number of rolling passes to produce that specific quality and dimensions.

Production Free From Human Error

OD's database contains all master data necessary to define the production depending on the ordered product and its dimensions: grades, chemical compositions with tolerances, processes and operations, as well as all the necessary testing procedures such as testing frequency, sampling rules, tests to be performed and target ranges for the results. If these tasks were done manually, it would take hours or even days to generate the instructions for the large volume of incoming orders. Thanks



PSImetals UserGroup in Istanbul in 2018.

to OD, the task can be completed in seconds and free from possible human error.

Making the Users' Lives Easier With PSImetals

By using OD, ASAŞ enjoys many benefits: for example, it is now possible to generate standard and customer spe-

cific routings, flexibly define products and groupings, manage quality rules without the need for programming, and receiving automatic feedback when errors or infeasibilities are encountered.

Since the implementation of PSImetals, ASAŞ employees enjoy the facilitation of their daily work as hun-

dreds of production orders can now be generated in seconds and a centralized database of rules and values is viewable and adjustable at any time. Moreover, the system automatically blocks the out-of-tolerance production and thus increases the awareness of process control among the production and quality engineers.

“Paving the way for AI with more Big Data analytics!”

Interview with Alpay Ekşi, Plant Director at ASAŞ ALÜMİNYUM

ASAŞ has high quality products, state of the art manufacturing facilities, and a young, well-educated work force. How did you accomplish this?

Thank you for your observations. ASAŞ is a growth-oriented company that is eager to develop in every respect. Since the day of its founding, ASAŞ has followed a participative, innovative, reliable, environmentally friendly and people-oriented management approach. As you have noted, ASAŞ is a company that places particular emphasis on the development of its employees and constantly promotes their competence. In this re-

gard, visionary approaches have been implemented over the years. With the “ASAŞ is Mine” motto, we have put the vision into practice to create an empowered organization. In doing so, we rely on the participation of all employees.

What are the KPIs you are measuring and managing?

With our KPIs, we track production, quality and efficiencies such as OTIF (on time in full), delivery lead time, OEE (overall equipment effectiveness), shipments and so on. Especially with PSI, we have a fully integrated solution to identify and visualize our



Alpay Ekşi, Plant Manager.

key efficiency measures. We use PSI's KPI Monitoring module to track our

production and quality related metrics. We closely monitor the OEE values of our production lines and make them available to key people throughout the company.

What are your biggest challenges in the quest for operational excellence?

If you work in a company that wants to generate value, you have to think about how to do this better every day. With this understanding, we emphasize the use of Industry 4.0 tools and techniques to deliver the targeted high-quality products. Because of the intelligent systems we have developed, potential problems can be identified before they arise, allowing us to meet specific customer needs.

What are the key strengths of the PSImetals solution that help you manage this complex operation, meeting customer quality requirements and due dates, etc.?

Many factors influence the quality of the production. When an order is received, production processes from casting to shipping are generated by PSI's rule based Order Dressing system based on more than 150 parameters. Production management is then carried out taking into account the production data received from the shop floor.

Also the quality management systems that we use to manage production processes according to customer-specific requirements provide us significant support. Target/actual comparison, statistical process control, Order Dressing module and rule based quality management system of PSI help us manage this complex production process easily.

Material movements can be tracked continuously by PSImetals Logistics. Operators place materials in the yards according to transport orders, which are automatically generated based on rules for the next operation and yard/field availability. Since all production processes run in one in-

team. This involves first examining production and defect data, then proceeding with data curation and statistical analysis to determine root causes, which we can then use to increase our production quality.

In 2021 and beyond, we aim to expand the use of big data analytics, paving



A look inside the ASAŞ plant.

tegrated system, problems caused by operator errors are minimized.

There are lots of buzz words out there like Industry 4.0, Big Data, Machine Learning, Artificial Intelligence... You have access to vast volumes of data generated by the sensors of the production lines. How do you plan to capitalize on this volume of data and how can PSImetals help?

With digitalization in the context of Industry 4.0, it is crucial that data generated during production is analyzed intelligently. We see this as a key success factor.

We are working on several big data analysis projects. For example, we are digging out our casting line production data, which includes all parameters recorded during production. Since we have not done this kind of analysis before, we get the support we need from PSI with an experienced

the way for the use of AI. Using this capability, we aim to offer our customers innovative products and services on more competitive terms.

In 2018 you hosted a very successful PSImetals UserGroup. How did you experience it?

At this event, we brought together PSI users from all over the world. In doing so, we accommodated a group of 110 people from different countries and companies in our factory premises in the best possible way. We had a very successful organization with all our team members and we proved again that we are a very good team. It was a fun and educational event with all our friends also using PSI. 🌀

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Product report: KPI-based control of sustainability in business processes

Active Sustainability Optimization with Qualicision AI

Conserving resources has an enormous impact on improving sustainability in business processes. With the Qualicision-based optimizations integrated in the PSI software products, profitability and sustainability goals can be pictured at the same time. In this way, green KPIs can be integrated into the optimization of energy and production cycles. Active sustainability optimization becomes immediately possible, and AI methods of machine learning play an essential role here.

The optimization of energy and material flows in business processes of PSI customers is supported by a range of software tools that optimize both energy and production cycles. As both cycles are coupled by the interconnection of energy and material transformations, the optimization of the associated business processes not only holds an enormous sustainability potential, but also creates opportunities for direct, sustainability-oriented control of these processes. Figure 1 shows the energy and production cycle along which the PSI software tools operate.

PSI Software Tools and Sustainable Cycle Systems

The energy cycle, for example, is home to software products such as PSI_{saso}, PSI_{gasguide}, PSI_{markets} and PSI_{command}, which optimize energy transport, energy trading and maintenance of energy infrastructures. The production cycle includes software products such as PSI_{penta}, PSI_{sequencing}, PSI_{asm}, PSI_{metals}, PSI_{global} and PSI_{wms}, which either

directly optimize production processes or support them via logistical functionalities. Integrating Qualicision AI technology into the mentioned software products, especially incorporating KPI-oriented opti-

connecting technical and operational KPIs (Key Performance Indicators). With Qualicision, technical restrictions can be efficiently linked to any number of other KPIs. Among them are also those that stand for the sustainability of the processes. These can be indirect green KPIs aimed at conserving resources, as well as KPIs that map directly to the relation between original KPIs like capacity utilization, throughput or on-time delivery, and sustainability KPIs such as energy efficiency.

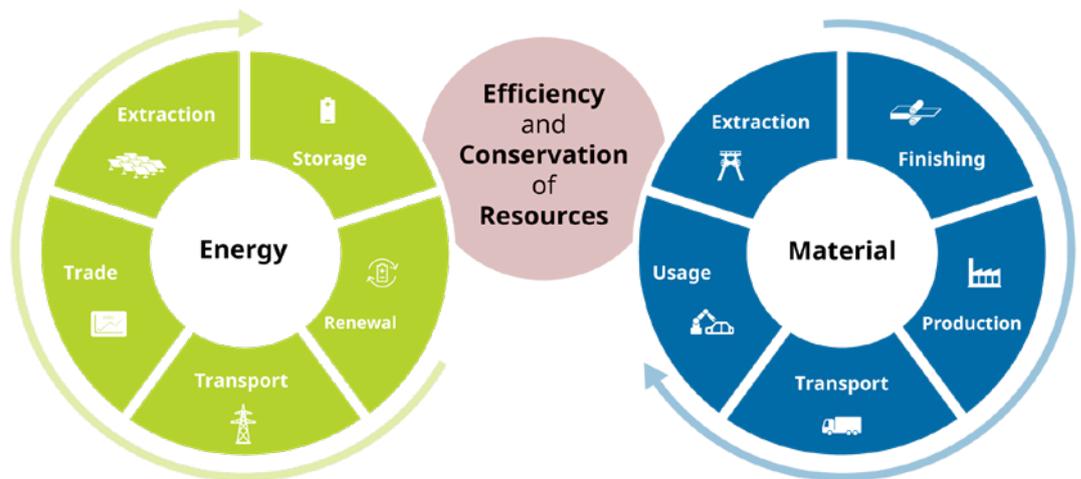


Figure 1: Sustainability cycles in energy and production management.

zation, generates the unique possibility of direct, active implementation of profitability and sustainability KPIs. The integration of Qualicision has already taken place in some of the PSI tools mentioned above. The integration into the other PSI tools is in progress.

Connection of Profitability and Sustainability KPIs

As an optimization logic for software-guided business processes, Qualicision offers the advantage of

Machine Learning with Qualicision AI Recognizes Relations

Machine learning methods can be used to automate the recognition of interactions among KPIs and make them transparent (technical term “connoting” or “labeling”) from both profitability and sustainability perspective. The combination of the process data history and current process data allows the relations between profitability and sustainability KPIs to be qualitatively prepared for deci-

sion-support purposes (see Figure 2). The business process data which is qualitatively labeled makes it possible to better identify decision scopes associated with the current situation and to assign appropriate preferences to the KPIs. This systematically creates better decision-making bases for actively balancing profitability and sustainability KPIs, whereby sustainability KPIs can thus become profitability KPIs, as it were, and vice versa. The PSIqualicision software tool lays the basis for the active optimization of business processes according to green KPIs. Below are two examples of how already successful use cases can be further developed in terms of active sustainability control:

Sustainability Effects in Electrical Network Maintenance

Using a suitable Qualicision-based optimization as part of the PSIcommand software tool, the business process of electrical network maintenance could be improved to the extent that the same workload can be handled with an approx. 15 percent reduction in the use of resources. The mapping of travel routes to travel times, in conjunction with various other KPIs, was a key factor in the mentioned optimization. If travel times are mapped to travel distances and these are mapped directly to CO₂ KPIs, the processes can be thought of directly in terms of minimizing CO₂ emissions and actively controlled in terms of their sustainability.

Sustainability Effects by Qualicision-based Production Control

Comparable or even stronger effects can be achieved in connection with the optimization of production pro-

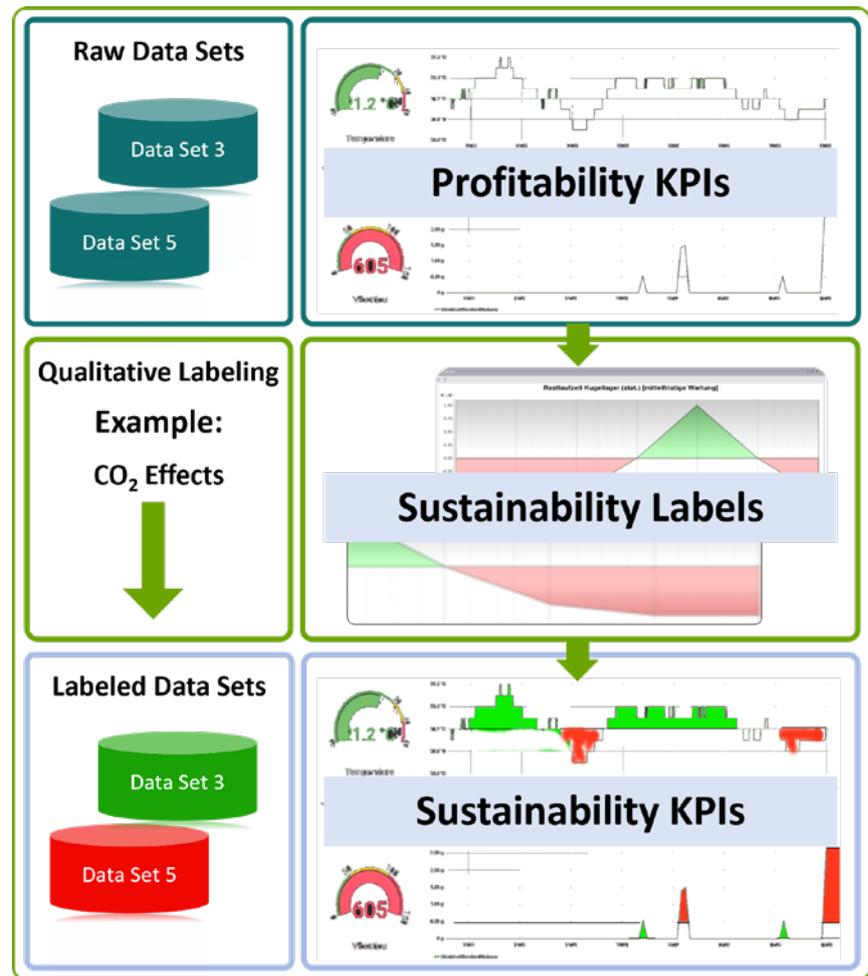


Figure 2: Sustainability-oriented labeling with Qualicision.

cesses. The optimal calculation of production sequences is decisive for the economic efficiency of the production processes. Here, too, these optimizations can be further developed and made controllable with regard to harmonizing production with the availability of sustainable energy. Further aspects such as the harmonization of production goals and energy usage goals, the coordination of setup processes with energy-conscious ramp-up strategies for machines and systems, can also be mapped and controlled here via KPI systems.

Active Sustainability Control by Green KPIs

Not only the described use cases show that direct and active control of busi-

ness processes with sustainability KPIs is possible. Field-tested PSIqualicision is the tool for modeling KPI systems that combine classic profitability and sustainability KPIs. Put simply: Each profitability KPI can have a sibling KPI in the form of a (green) sustainability KPI. The advantages of the machine-learning connection of the resulting relations for the active sustainability-oriented control of business processes are obvious and will play an increasingly important role in the future. 

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Product Report: Opportunities and limitations of remote ERP implementation

Always Remote From Now On!?

A successful and satisfying ERP implementation depends to a large extent on the human factor. The most important aspect is the communication between the various project participants. During the Corona pandemic, however, this communication often could only take place remotely—even in areas where digital collaboration had been rather unusual in the past. The interim conclusion is: For many topics, it works really well, and there are also plans to rely more on remote work in the future, too. But, does this also apply to remote ERP implementation?

ERP implementations still have a rather bad reputation. Among other things, such a project is challenging because many interfaces require precise coordination. For this reason, it is elementary that all persons involved

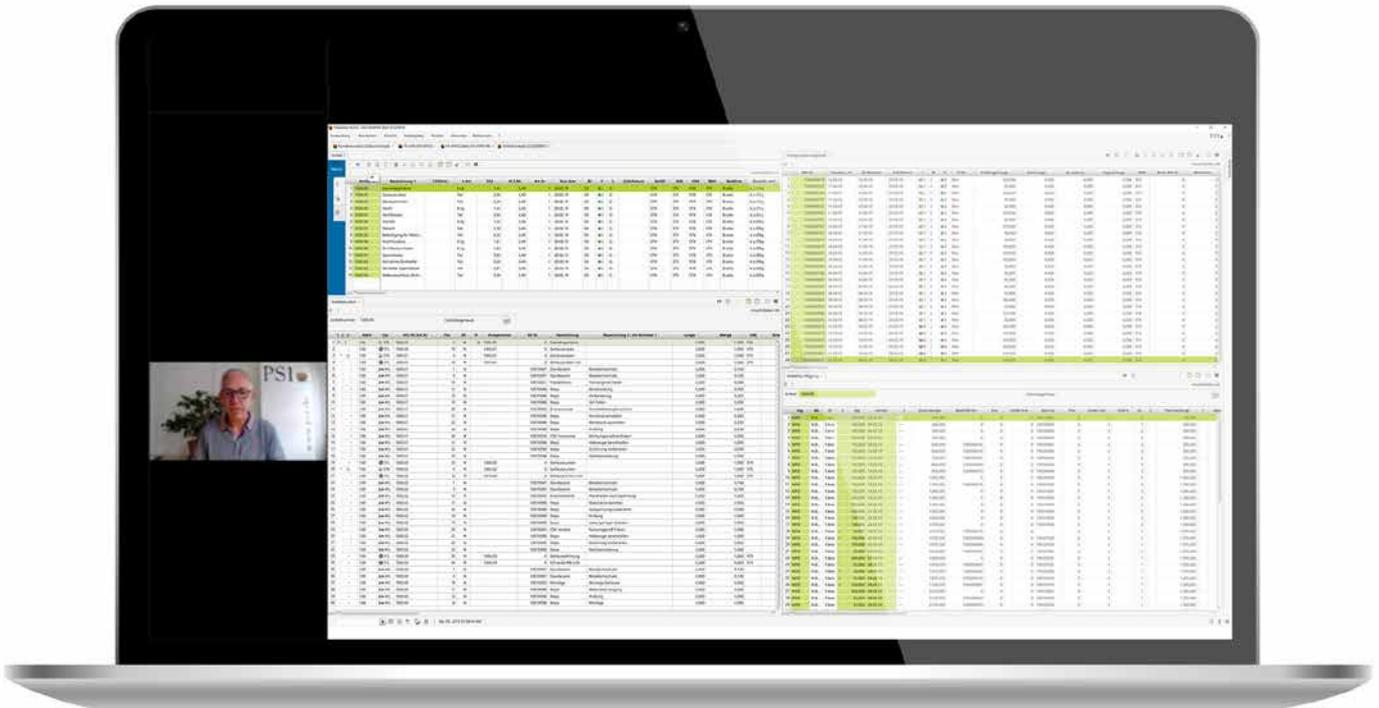
pull together and have a clear objective. Above all, this can be achieved through prompt and simple communication between the project participants and their precise knowledge of the project plan that has been drawn up. This is the only way to eliminate

ambiguities and coordination problems right from the start.

But bundling all the information is anything but easy. In addition, there are no fixed tools or standard procedures for either communication or project management, so instead individual company preferences are always taken into account. As a result, every implementation project is a little different. This is why many consider personal contact to be all the more important, as it can easily compensate for many shortcomings. However, this is precisely what is obviously lacking in a purely remote implementation.



A successful ERP implementation depends to a large extent on human factor.



Remote ERP implementation in practice.

A central Collaboration Tool Creates Central Paths

Instead of personal on-site meetings and face-to-face coordination, digital meetings and workshops are held. Even more so than in classic implementation projects, a project management or collaboration tool also serves as a central medium that not only makes communication channels clear and simple. Above all, it also reduces the use of decentralized means of communication such as e-mail and telephone. Linked to a project management solution, it enables access and editing of project plans, transfer of files and supports uncomplicated chats or video telephony in definable project groups. In addition, structured and complete documentation is easily achieved through central file storage, their online editing, and automatic versioning and tracking.

New Collaboration Routines Take Time

A look at practice reveals that the implementation of suitable com-

munication and project software is often not the end of the story. This is especially the case for small and medium-sized enterprises (SMEs). Many companies do not even have sufficient technical capabilities to provide all participants with the necessary equipment for seamless remote work. For example, they are lacking appropriate end devices, webcams or headsets. If larger meeting rooms are available, the transmission quality is not sufficient to successfully conduct remote workshops with many participants.

In addition, the necessary routines for working with project-related communication tools must first be established. This also applies to on-site implementation projects, where project management and collaboration tools have long since become commonplace. As a rule, project managers actively drive this change. From a distance, however, it is much more difficult to support this change process.

Future ERP Implementation Will Require Fewer On-Site Visits

With or without the pandemic, everything can be handled remotely. However, the individual consideration of local conditions will remain decisive in the future. Both organizational and technical implementation methods and routes must be geared to this. Personal contact will probably remain the best way to take stock of the situation.

Based on this, companies of all sizes can clearly define which project tasks need to be implemented remotely and which on-site. This approach will significantly reduce on-site appointments and will help to make implementation projects more efficient and cost-effective. 

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User report: Itella Russia relies on PSIWms Warehouse Management System

IT Basis for Efficient Warehousing

Itella, one of the leading contract and transport service providers on the Russian market, receives international awards for its IT projects on a regular basis. Itella has been covering all changes in technological and intralogistic processes for over two decades using the PSIWms Warehouse Management System from the PSI Logistics Suite.

As a subsidiary of the Finnish Posti Group, Itella Russia offers a range of services covering the entire spectrum of logistics services—from warehousing and transportation through supply chain management. The company operates several hundred thousand square meters of Class A warehouse space. In the B2B and B2C segments, Itella processes over 1.5 million tons of freight at its sites each year; equating to 600 000 pallets per month. As a logistics service provider, the company's business processes demand efficient, smooth-running IT infrastructure. “The success of our business largely depends on the IT systems we use,” explains Nikolai Galkin, Director

of IT at Itella Russia. In this context, Itella Russia has been working with PSI Logistics for over 20 years. Warehousing and order processing in the logistical centers have been based on PSIWms right from the start. “PSI Logistics has been a reliable partner for us in the automation of business processes in logistics for many years now,” says Galkin.

Cross-site Client Management

The software system's release and upgrade capability has meant that all changes in Itella's business processes over two decades could be integrated and that innovations such as further installed automation and digitalization steps could be functionally ad-

dressed in an optimal manner through current technological developments. PSIWms manages the individual clients across locations in the multi-client warehouses, allocates goods receipts to the available temperature zones based on demand, controls the

“PSI Logistics has been a reliable partner for us in the automation of business processes in logistics for many years now.”

Nikolai Galkin

IT Director Itella Russia

intralogistics processes and supports automated warehouse management. In this context, 65 percent of Itella's contract logistics clients have individual requirements in terms of restrictions and priorities, which this logistics service provider caters to effortlessly using PSIWms.

200 000 m² of Warehouse Space

Khimki (70 000 m² of warehouse space), Krekshino (75 000 m² and 15 000 m² of mezzanine space) and Odintsovo (40 000 m²): in the Moscow metropolitan area alone, Itella operates three warehouse locations amounting to around 200 000 square meters of warehouse space, managed by PSIWms. In terms of equipment and process sequence, the three Itella warehouses in the Moscow area are geared to specific industry requirements. For instance, the 90 000 m² storage space at Krekshino logistics



Itella headquarters.

center, which won the Commercial Real Estate Quality Award as the “Best Industrial and Logistics Project in Central and Eastern Europe” in 2005, also contains a thermal zone for storing frozen goods.

Khimki won “Best Logistics Complex” in 2005 and, at a scale of 60 gates, over 66 000 pallet spaces, a closed security area and cold chambers with various degrees of refrigeration, it is specifically designed for storing pharmaceutical products, high-priced items and cross-docking. Odintsovo provides 64 000 pallet spaces. The storage spaces are 90 percent occupied by pharmaceutical products and medical devices, which are processed, stored and picked to order using automated processes.

Flexible with PSI Click Design

PSIwms forms the main IT basis for efficient warehouse management, coordinated order processing and the management of the entire supply chain in the distribution warehouses. Operational management is supported by cockpits and dashboards that can be configured in a flexible and intuitive manner using PSI Click Design. Processes are largely controlled via barcodes at the Itella logistics centers. The codes constitute the basis for all further operations, such as determining and assigning the storage location, selecting the load carriers, conveyor technology and transport devices, as well as the WLAN-based assignment of radio-controlled and route-optimized transport orders via the forklift guidance system (FGS) in PSIwms. Additional support is provided by the adaptive order start in PSIwms, particularly in the processing of e-commerce orders, making sure that work areas are utilized evenly, taking ac-

count of all defined restrictions. Powerful fuzzy logic in the software balances many warehouse KPIs in line

revenues in the Itella logistics centers can be individually recorded and invoiced via the product identification.



Itella warehouse.

with configurable parameters and starts the order processing automatically or pauses order processing in order to improve warehouse performance.

Intelligent Labeling Solution

Last year, Itella and PSI Logistics completed the development and implementation of a multi-client IT solution for the labeling of pharmaceuticals, footwear and electrical appliances. Background: As a third party logistics (3PL) provider, Itella currently handles specific product labeling for over 20 customers in its warehouses as a value-added service. However, legislative changes in labeling requirements are introduced by the Russian Federation on average every week; with 50 new requirements being introduced in 2019 alone. The new solution means the ongoing changes can be addressed and client

Award Nomination

The new functionality in PSIwms has further increased Itella’s flexibility in designing additional customer-related services and opened up new revenue segments for this contract logistics provider. “In line with the GlobalCIO version, our IT projects are awarded ‘Project of the Year’ in various categories on an ongoing basis,” Itella’s Director of IT Galkin resumes. The current PSIwms labeling solution project has also been approved as nominee for another award—and those responsible at Itella are confident that they will once again be well-positioned in the award line-up, thanks to the new function in PSIwms. 🌀

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User report: PSIpenta as central data hub in use at Simtec Systems GmbH

ERP System as Manufactory's Pulse

Simtec manufactures sophisticated motion simulators for the automotive and entertainment industries and, more recently, digital signage systems. An enormous growth spurt led to numerous changes in the company's processes; also ultimately requiring the introduction of an ERP system. As the central data hub, the ERP solution has since grown to become the manufactory's pulse.

Anyone who hears of real-time motion simulators probably thinks of flight and driving simulators first and foremost. At Simtec Systems GmbH (Simtec), however, the portfolio also includes other simulators. This company's core business primarily involves the development and manufacture of test systems for the automotive industry and "flying theaters" for the entertainment industry. The complex, high-quality systems are produced in time frames of one to two years and mainly by hand. For this reason, the company also sees itself as a manufactory.

We will examine and implement the options for individual surface design via PSI Click Design step by step. For us, it is important to see which functional options are available in the first step. However, it can already be said that the configurator is immensely valuable in working efficiently.

Philipp Hellwig.

Head of Administration and Manufactory at Simtec

Simtec is even the global market leader in the field of tank test systems. These systems run on real fuel and are used by well-known OEMs such as Volkswagen, Audi and the Peugeot Group. However, the client-

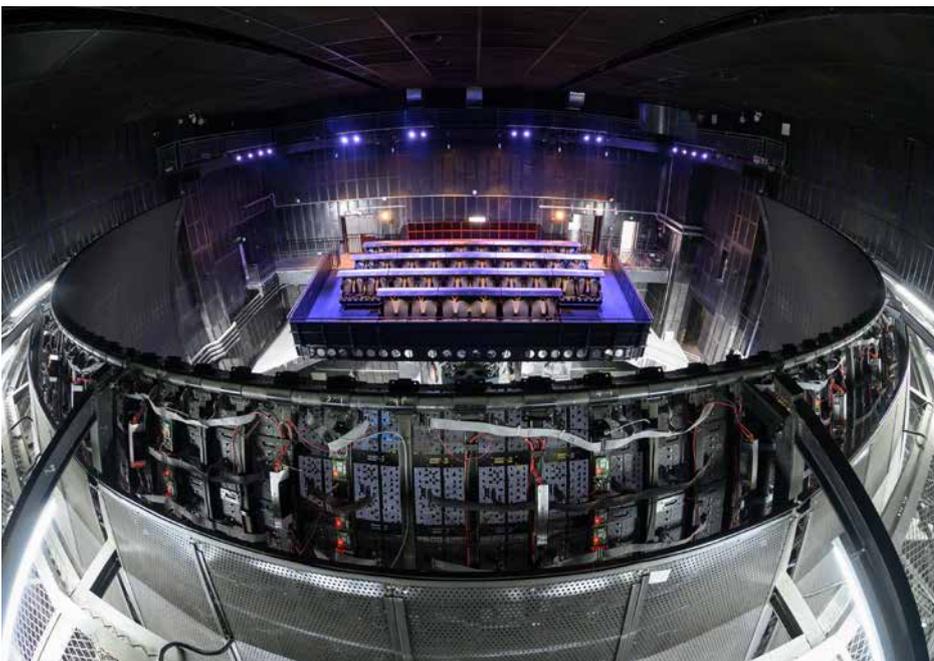
tele also includes automotive suppliers who test individual components, such as car seats, using special simulators. In contrast, the flying theaters for up to 100 people imitate a wide variety of worlds with precisely co-

ordinated movements, video projections and audio technologies; along with special effects for wind, scent and water, if desired.

In fact, it was the steadily growing demand for flying theaters from the Asian market—the undisputed leader in the entertainment segment—that caused a major growth spurt a few years ago.

Creating Structure through Clear Priorities

The consequence: While Simtec processed individual customer systems one after the other in the past, nowadays several orders have to be processed in parallel; also increasingly in small batches. This requires completely different considerations and calls for standardization efforts. "We know that growth would have come to a standstill without an ERP system. We simply needed software that could handle the large amount of data," says Philipp



Simtec's HEXaFLITE® Flying Theater.

Hellwig, who, as Head of Administration and Manufactory, is also responsible for the ERP system.

Isolated solutions in the individual departments had to be gradually replaced—starting with special programs for the electrical department and ending with numerous, individually assembled Excel spreadsheets. “It became increasingly difficult or even impossible to gather the relevant data for overall planning, the traceability of certain processes or project evaluations,” says Hellwig.

As a result, Simtec’s requirements for the new solution and the goals it was designed to achieve were precisely defined and clearly prioritized from the outset. These included, for example, improving inventory management and costing, ensuring part traceability, the reliable controllability of resources, achieving a high level of data integrity, and enabling the execution of agile development projects. “Last but not least, the requirement that it be a user-friendly work tool that really facilitates and accelerates teamwork was top of the priority list,” Hellwig emphasizes.

Single-item and Series Production Under Control

Today, 40 employees work with the PSIpenta ERP suite on a daily basis. As a central database, the solution offers fast access to data from all areas of the company, while replacing the many stand-alone solutions in the long term. This applies to



Simtec's HEXaDRIVE® HOVER Driving Simulator.

both single-item production and the growing share of small-batch production. Nevertheless, Simtec manufactures exclusively to order. Therefore, mapping the project business plays an essential role—from the development phase through procurement and cost accounting through project financial controlling and after-sales. In this context, Simtec also benefits from a wide range of options that stem from its proximity to mechanical and plant engineering. These include, for example, the options to jointly procure the required test certificates or to order long-running parts with sufficient lead time using material tables. Due to the high proportion of design work, the sound integration of the PDM system is also crucial for smooth, end-to-end processes. For example, the connected PDM solution transmits the article and parts lists as the basis for creating the project-related production orders. And these are

usually complex. To enable the employees to understand the most important, constructive properties of the articles at a glance, using the PSI click design, Simtec has created a special dialog which includes all transferred data fields for an article.

ERP as an Indispensable Pulse

Entrepreneurs now agree, in many places, that in times of advancing digitalization, the ERP system becomes the data backbone. Philipp Hellwig goes one step further: “PSIpenta is Simtec’s pulse. And it is now essential.” So for Hellwig, one thing is certain: Simtec has made the right ERP choice and is now well positioned for future challenges in the world of sophisticated motion simulation. 🌀

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Product report: PSIMetals Release 5.21 Planning Highlights

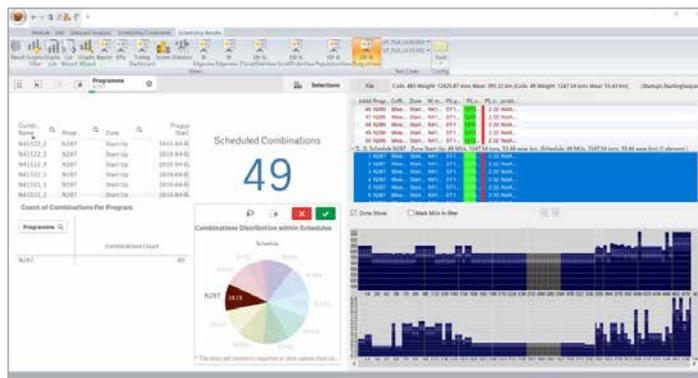
Another Step Towards Flexibility and Usability

There is a big difference between a simple product and a product that is simple. In addition to a long list of functional improvements, PSIMetals Release 5.21 pays special attention to the comprehensive planning functions and how they can significantly simplify users' lives.

More flexibility, increasing simplification of processes and tons of usability—that's our recipe for every product release to give users new superpowers. For the PSIMetals Planning module, in Release 5.21 we focus specifically on how to adapt the business processes to the individual requirements of the users and the metals production processes.

Business Process Flows in Demand Management

Thanks to enhancements in the Demand Manager service and in the framework components of the Service Platform, PSIMetals 5.21 fully supports the implementation of business process



EBI Dashboard example in the Line Scheduler.

flows for demand management and due date quoting. As a result, it is now possible to implement specific processes for each project that are adapted to the respective business requirements.

Embedded BI Roll-Out to Master Planner and Line Scheduler Components

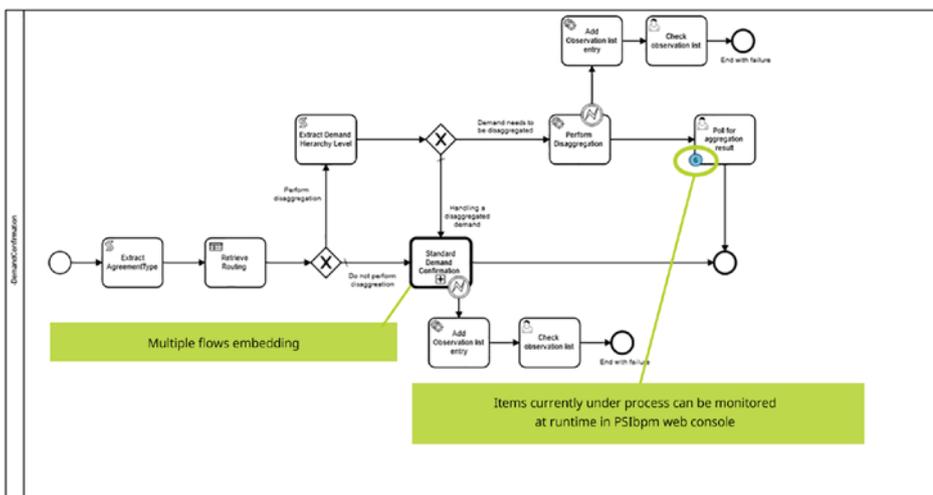
EBI continues to empower planning users to make the best business deci-

sions based on analysis of combined in-memory and external data. The user only has to load the data of the planning component into the BI model and synchronize the BI selections in the planning screens. At runtime, selected orders, materials or planned/scheduled jobs in EBI filters are automatically filtered or highlighted in synchronized Master Planner or Line Scheduler views, from where the user can immediately act on the plan or schedule contents. The advantages of this enhancement are obvious:

Users can more easily analyze multiple objects/attributes in parallel, use business-specific preconfigured—"out of the box"—EBI dashboards, select objects in EBI views to directly perform any business action, and configure EBI views within each PSIMetals screen to fit their specific needs.

Master Data Management Improvements

Several enhancements in PSIMetals 5.21 Planning GUI make master data management more user-friendly and transparent for the end user, as the coding of the Dynamic Link Library or the syntax of the configuration file no longer needs to be maintained.



Example of the request confirmation process in PSIBpm.

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News: PSI Metals with Certification Program

Become a PSImetals Expert!

Due to increased demand from customers and partners, PSI Metals is offering a certification program as part of the PSImetals Academy. Depending on the focal point of the application, interested parties can now train to become real PSImetals experts in about four months!

“Associate Level” is followed by the “Professional Level”, with in-depth content in the area of configuration and customization of the PSImetals

PSImetals has developed into a globally recognized industry solution in the steel and aluminum industry. Without a doubt, one of the reasons for this is its consistent pursuit of a configurable production management platform. This circumstance increasingly allows customers and PSI partners to establish their own competence centers in order to be integrated into PSI projects or implement them independently. In both cases, there is interest in ensuring that the customers’ experts or the PSI partners’ application engineers are well equipped as they go about their work. This is where the new certification program of the PSImetals Academy comes into play.

Combining Theory and Practice

The program relies on a healthy combination of theoretical knowledge and interactive exercises. It revolves around a cloud-based training environment called the Metals Virtual Factory (MVF) that maps a variety of different production scenarios. Nevertheless, there is no substitute for real practical experience, which is why the three-month collaboration in a PSImetals project forms the program’s significant culmination point.



Trained as a real PSImetals expert in about four months!

Program Sequence

The first step for program participants is to complete an online webinar that teaches the basics of the PSImetals solutions and focuses on the interaction of the individual components. Following this short warm-up phase, the program starts with the “Associate Level”. Depending on the focal point of the application, the basics of the individual modules are taught in courses lasting several days and consolidated in the MVF based on practical exercises.

The course concludes with a written examination which, if passed successfully, allows the participant to use the title “PSImetals Associate”. The

solution. At the end there is again an exam. The “Professional Level” is followed by the practical part—the details of which are determined with the partners and customers on a case-by-case basis. 🎓

Please scan the QR code for more information on this topic.



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Interview: Andreas Duve discusses intelligent software for agile and digitally networked process chains

Technology Leadership Gives a Head Start

Digitally transforming business processes and rapidly adapting to unexpected events are now the decisive success factors for the industry. Andreas Duve is the new Head of Platform Marketing and Partner Business at PSI Software AG. In an interview with the PRODUCTION manager, Duve explains how intelligent software can be used to digitally network agile and service-oriented process chains and make them more intelligent.

Mr. Duve, you are newly on board at PSI this year. What exactly brought you here?

I was familiar with PSI as a competitor for a long time. I had always been very interested in how the company positions itself on the market and the strategy it pursues. Over time, the idea developed, through professional contacts also, as to whether I would like to use my experience to support PSI in implementing the platform strategy.

What experience do you bring to the table that contributes to the successful implementation?

I studied mechanical engineering majoring in production technology and, as an executive board member at a software company, I was largely responsible for the entire product business over the last ten years. I drove the change from the license to the subscription business model including SAAS and established a customer platform for customer retention and experience.

What are your specific tasks in your new role?

As Manager of Platform Marketing and Partner Business, I am mainly

You mention ecosystems. What exactly do you mean by that?

I believe that a digital platform can bring processes, people, technology and information together to create a value network. Therefore, my vi-



Andreas Duve in conversation with the Production manager.

responsible for the product-related alignment of the PSI software platform with our customers' and partners' needs as well as positioning on the market. This includes setting up partner management as well as coordinating the group-wide Product Manager work group.

As you can see, it is also a matter of bringing people together to create a successful ecosystem with the PSI platform as a common basis for our customers, partners and ourselves.

sion is: Through the PSI platform, we are driving digitalization by integrating world-leading processes and technologies to leverage the full efficiency and sustainability opportunities for our customers and their business.

What special roles do AI and process-optimized workflows play here?

In general, AI enables the development of a new generation of prod-

ucts and services. It also adds significant value by broadening the range of our platform and products. In addition, AI has the ability to optimize sales channels, improve maintenance techniques as well as customer service and increase production performance and quality while helping to save energy.

New technologies such as AI enable companies to structure data from a wider range of sources so that opportunities and insights for improvement can be identified in real time, allowing for the creation of solutions that can meet the unique needs of businesses in any industry.

And how do companies benefit from workflow-based processes?

Automation through workflows is all about being smarter, more efficient and having the agility to innovate quickly. There are many benefits, but the main ones are probably higher revenue growth through an improved customer experience as well as significant cost savings and increased employee engagement.

We often read about the power of new technologies and their collective potential to reshape entire industries. And yet, in practice, we tend to focus on one part of the business alone, such as the back office or help desk.

Can you specify the potential offered by new technologies in reshaping entire industries?

Sure. For example, B2C companies pursue rapid automation activities based on customer experiences, while service-oriented organizations do so based on employee experiences. In manufacturing companies however,

the focus is on automating manufacturing and supply chains.

But what if we took a holistic approach to workflow redesign, embedding technology into each step of a process? After all, this is exactly what intelligent workflows do.

What does this mean for the connectivity of future supply chains?

The supply chains of the future will be end-to-end networked and self-directed ecosystems. All their relevant internal functions are connected via

living. In analyzing their operations, many companies were confronted with fragile supply chains, unreliable information sources and new customer requirements.

While adapting to the new realities, the most successful companies have become innovators and designers of change.

Does this mean that technology has to take the lead?

Let's put it this way: Significant changes require bold leadership and



My vision is: Through the PSI platform, we are driving digitalization by integrating world-leading processes and technologies to leverage the full efficiency and sustainability opportunities for our customers and their business.

Andreas Duve

Head of Platform Marketing and Partner Business at PSI Software AG



a common data network, from research and development and procurement through manufacturing, logistics, marketing and sales.

Companies can harness the advantages of AI and workflows in order to self-orchestrate key activities by defining optimization parameters and embedding them in the algorithms that drive decision making. Optimized decisions, such as which supplier is the most suitable for individual orders or which mode of transport and logistical provider to use, are made autonomously, in near real-time and across all functions.

What do you think companies need to do in order to stay competitive?

The past year has upended people's time-honored ways of working and

the prioritization of technology. It's not just about the ongoing running of the business, it's about breaking with convention to create a new vision of the future. It has become clear: Pioneers are required to be technology leaders too. The rapid surge in digitization has made technology an essential element of global market leadership, and it demands our focus.

Mr. Duve, thanks a lot for the very comprehensive and interesting discussion. 

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Events: Virtual PSIwms User Day and digital FIR Theme Day

Logistics: Successful Event Kick-off 2021

The 2021 event calendar got off to a successful start with the virtual PSIwms User Day on May 6th and the digital FIR Theme Day, which was jointly held by PSI Logistics and FIR at RWTH Aachen University as part of the Logistics Day on April 15th, 2021.

signing value networks in an efficient and sustainable manner at the event under the heading of Sustainable Supply Chain Management.

Under the slogan “PSIwms 2021—We Strengthen”, PSI Logistics organized this year’s PSIwms User Day as an online event. Around 50 participants registered to learn about the latest features in PSIwms 2021—the current release of the Warehouse Management System from the PSI Logistics Suite.

Moderated by Marketing Manager Phillip Korzinetzki, the presentation included the new work dialogs with ergonomic operation. Head of Standard Development Christian Kaas presented the new product and development philosophy, which was jointly developed with customers and ergonomics specialists, incorporating agile methods in software development. Emphasis was placed on the ability to react quickly to changes. In this context, Leif Lienhard, Head of IT Applications at contract service provider Fiege, provided information on the advantages of the collaboration within the PSIwms Competence Group. Through the inspiration they provide and their specialist questions, the members of this group contribute significantly to the ongoing development of market-oriented PSIwms functionalities. The latest functionalities offered by PSIwms for further optimized warehouse processes and efficient warehousing also generated lively interest



Participants of the virtual PSIwms User Day with the slogan “We Strengthen.”

among the dialed-in participants. Finally, Christian Welter of Pre-Sales Division Warehousing presented the PSIwms 2021 new release to all participants.

“An exciting event,” said a pleased Sascha Tepuric, Managing Director of PSI Logistics. “The presentation of our new product philosophy and the PSIwms 2021 new release was met with very positive feedback. Nonetheless, we look forward to being able to host the next event with our customers with face-to-face meetings around the event once more.”

FIR Theme Day: Practice-oriented Knowledge Exchange

With no personal contact allowed, this year, the FIR Theme Day also had to be held through digital channels. Nevertheless, the approx. 150 participants took the opportunity to learn about methods and tools for de-

Managing Director of PSI Logistics Dr. Giovanni Prestifilippo summarizes the event as follows: “A well-attended expert forum that covered current topics such as supply chain transparency, stakeholder management and quantification of sustainability criteria with a practice-oriented exchange of knowledge.” As an expert speaker at the FIR Theme Day, Dr. Prestifilippo held a presentation outlining the “vulnerability of the supply chain” and highlighting aspects of efficient risk management. Based on current challenges, he emphasized the requirements for active risk management through intelligent Supply Chain Network Design (SCND). 

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News: PSI becomes a member of MES association

Competitive with MES

With effect from May 1, 2021, PSI Automotive & Industry GmbH is a member of the MES D.A.CH Verband e.V. As a leading MES provider for medium-sized manufacturing companies, PSI wants to contribute and share its decades of expert knowledge in the association.

In addition to the use of synergies and, above all, the forced further development of the topics related to MES as well as the jointly coordinated activities plus the exchange of experiences among the members

ready made important contributions to the standardization and applicability of MES. In this environment, the MES D.A.CH Verband for the German-speaking European area was formed. Moreover, the automation

“

We provide integrated tools for users with which they can quickly and easily model their individual business processes themselves. By integrating workflows, we bridge the gap between standard and individuality.

Volker Vogt

Head of Automotive & MES at PSI Automotive & Industry

”

were decisive for PSI to join the MES D.A.CH Association. With innovative ERP and MES software, PSI offers expert and industry knowledge for manufacturing processes. In particular, the versatile PSIpenta/MES enables adjustments to the production processes very easily and without programming

Various associations such as MESA, VDI, ZVEI and VDMA have al-

world should be integrated in order to ensure a seamless exchange of information between the shop floor and the top floor.

<https://mes-dach.de/> 

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The PSI blog features more interesting and in-depth articles on production, logistics, AI, energy and mobility.



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