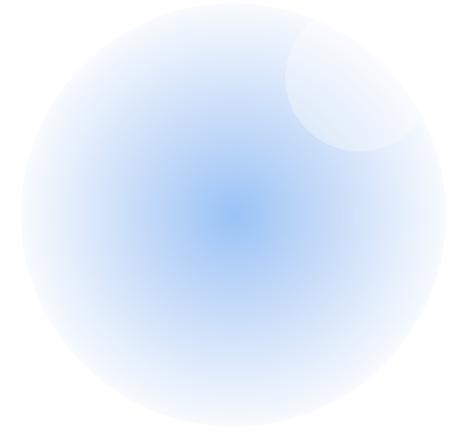


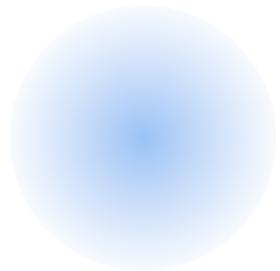


Transformação Digital: Criando Oportunidades

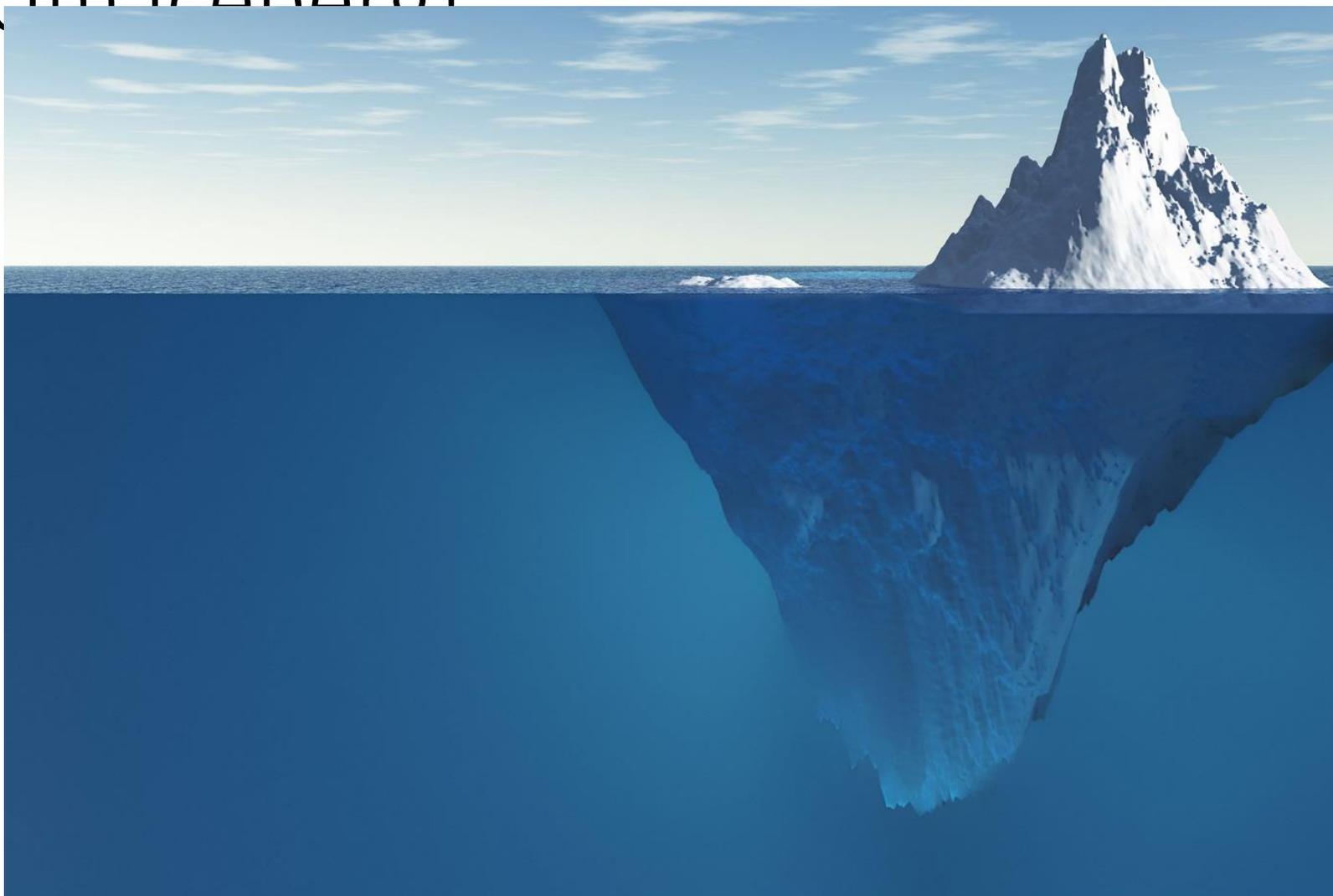
Claudio Muller,
Gerente de Contas

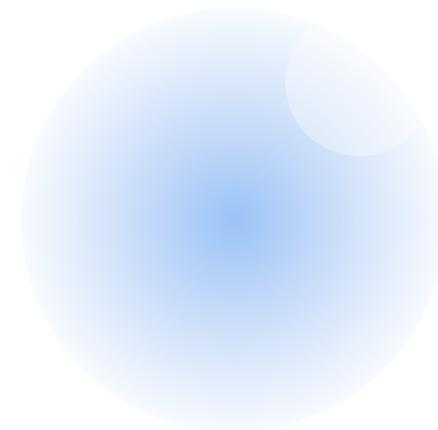


“Você não pode gerenciar o que você não vê”

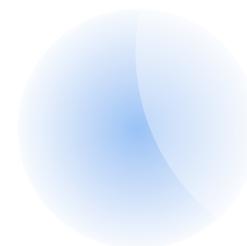
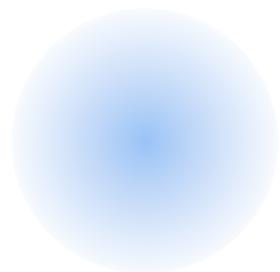


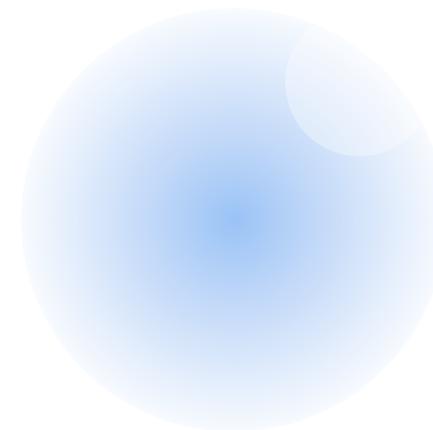
Veja! Um iceberg!



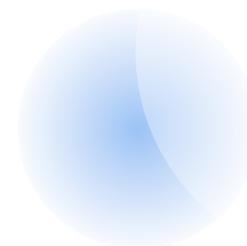
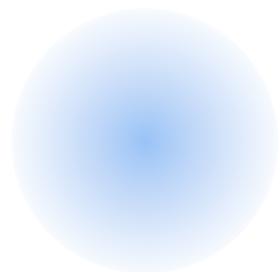


“Sem dados, é apenas uma opinião”





“Você não sabe o que você não sabe”

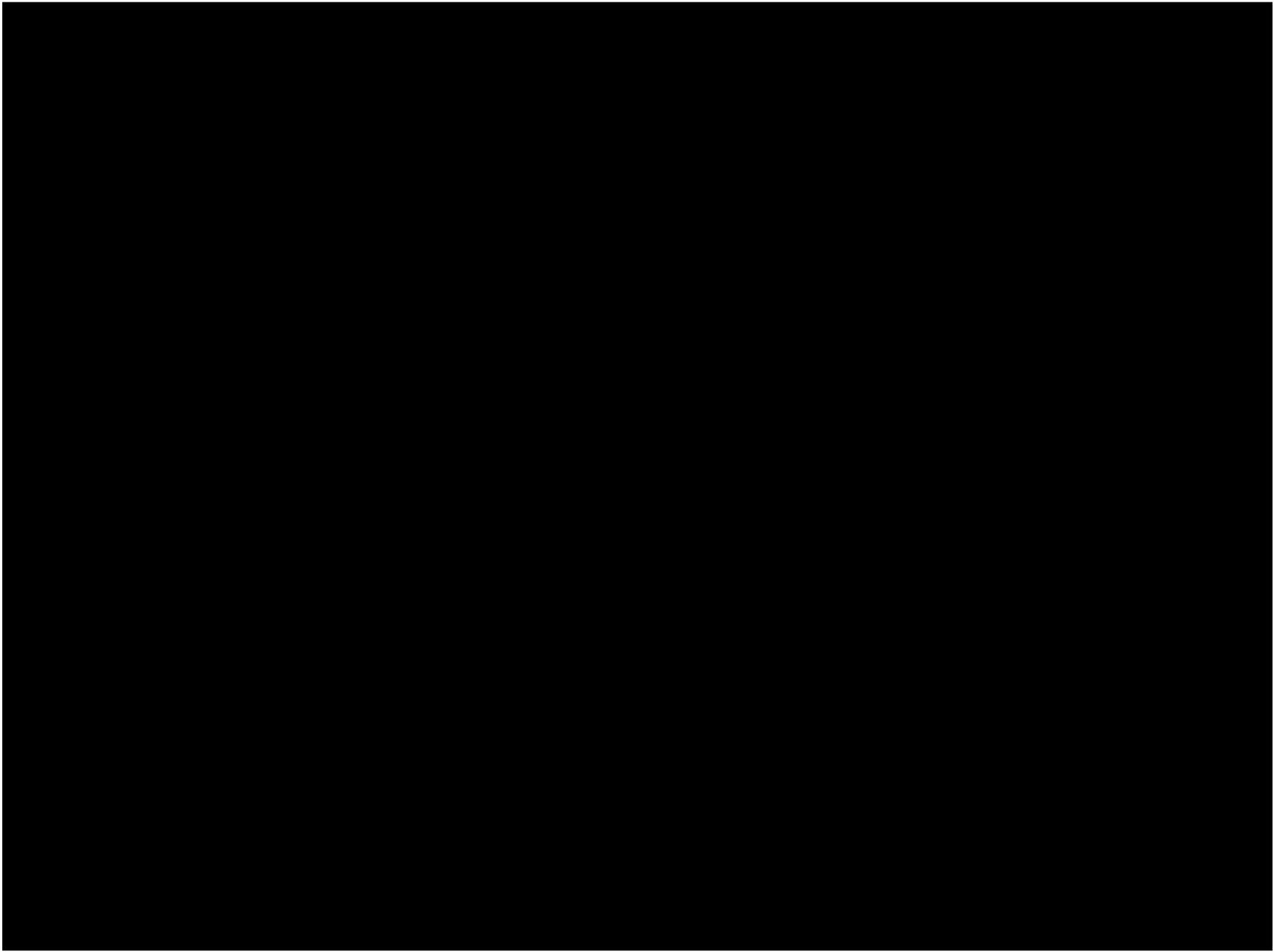




It
wasn't
an iceberg
that sank the
TITANIC

You need to go much deeper to find out what really sent her to the bottom. The iceberg was just the last link in a tragic chain of events. It all started with the ship's design. The hull sections were built with zinc, a material notoriously brittle when exposed to freezing temperatures. These sections were then bolted together with cheap iron rivets which began popping as soon as the ship entered icy waters. On board, the crew was so sure of her unsinkability that they began to ignore basic safety rules. Lifeboat drills were cancelled and the radio room was frequently empty. When it was manned, it had such outdated technology that the wireless operators couldn't keep up with the influx of messages, including several urgent iceberg warnings. At 11:40 pm on April 14, 1912, the Titanic hit an iceberg. As the ship began to flood, the wireless operators were frantically sending out emergency signals. Except they were the wrong signals. Instead of sending SOS, they sent CQD, a signal that had been out of use for some time. By the time they realized their mistake, the Titanic was beginning her final death throes. Even the Titanic's distress flares, seen by a nearby ship, were thought to be part of a fireworks display and ignored. Almost three hours after it was hit, the Titanic sank with the loss of 1,522 lives. But what really sank her? Was it greed? Complacency? Human error? Decide for yourself at Titanic: The Artifact Exhibition, where you'll witness one of the most compelling stories of our time told as never before through authentic artifacts and interactive exhibits. June 22 - January 6 at the Denver Museum of Nature & Science.

Fonte: William Banzai





Nós acreditamos que **Pessoas com dados**
Podem **Transformar** seu mundo



Quem nós somos?

Líder Global em plataforma para inteligência operacional



OSISOFT: ALREADY YOUR DIGITAL TRANSFORMATION PARTNER



Dado é o recurso mais importante

Segurança

Energia

Produtividade

Gerenciar
ativos

Qualidade

Ambiental



Eliminou 5
paradas no
primeiro ano

\$3.3 million em
economia de
energia

**Demanda e
produção
inteligente**

\$20M por ano
em
manutenção
preditiva

Redução de
mais de 100o
relatórios

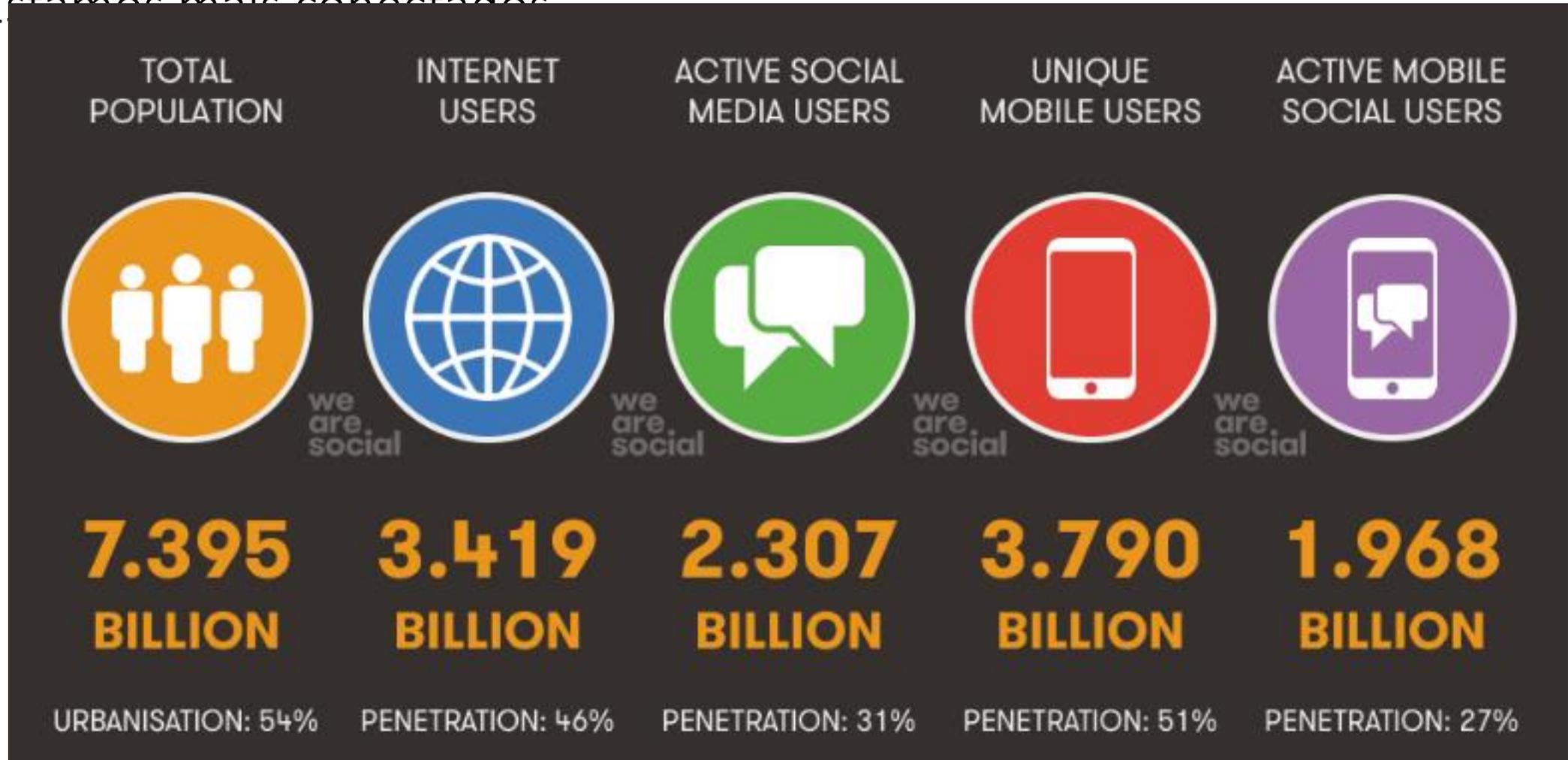
Recuperação
de 640M de
litros de água
tratada

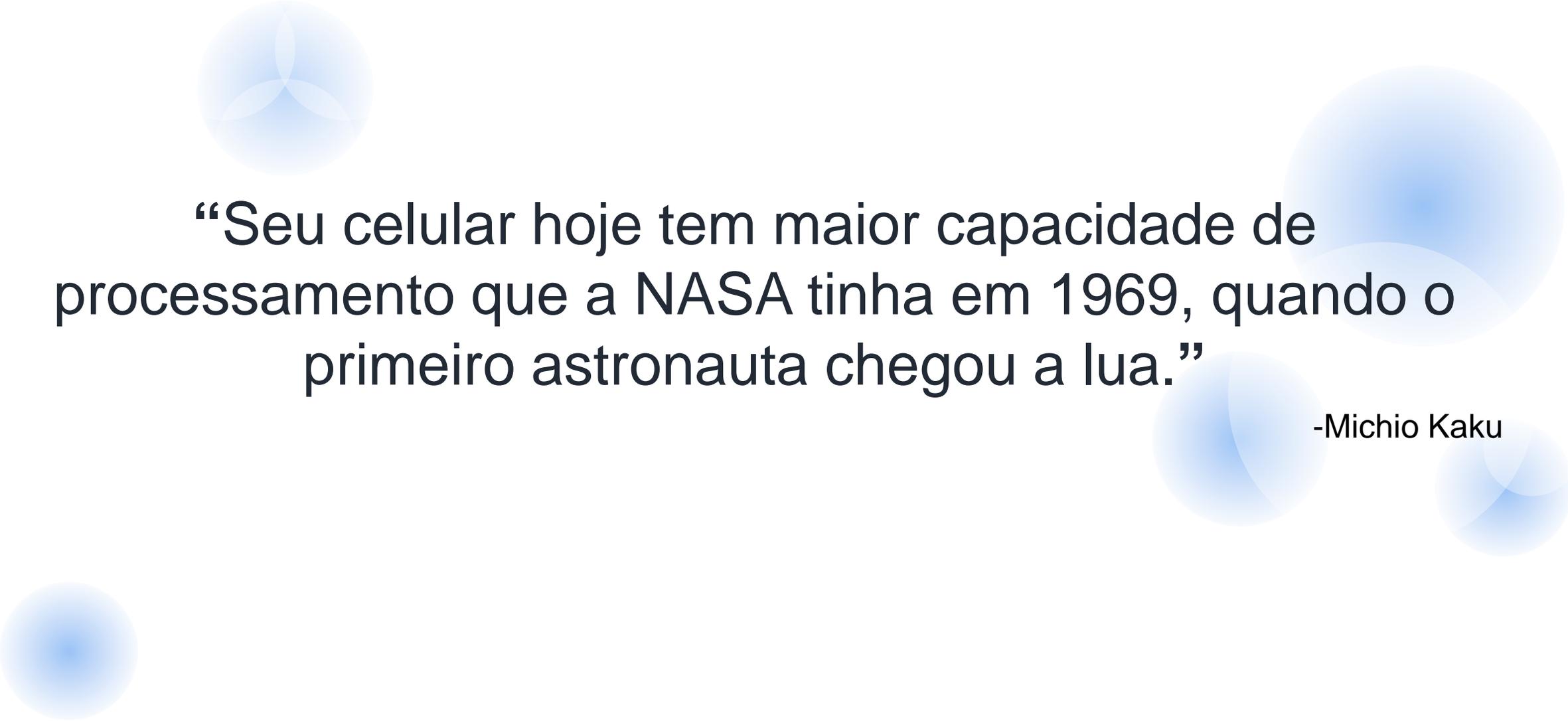
O Mundo está mudando



fonte: <https://www.betfy.co.uk/internet-realtime/>

Estamos mais conectados



The slide features several decorative elements: a large blue circle with a three-leaf logo in the top left; a large blue circle in the top right; a medium blue circle in the bottom left; and two overlapping blue circles in the bottom right. The text is centered in a black, sans-serif font.

“Seu celular hoje tem maior capacidade de processamento que a NASA tinha em 1969, quando o primeiro astronauta chegou a lua.”

-Michio Kaku

Qual o fator de mudança?



Hello Barbie

HELLO HELLO HELLO

Microphone, speaker and tri-color LED lights embedded in necklace.

Turn the doll on with the power button on her belt.

Press and hold down belt buckle to activate speech recognition.
Note: Speech Recognition is Not 'On' Unless Pushed.

Doll cannot stand alone.

Flat feet for charging stand placement.

ONE TIME APP DOWNLOAD AND WIFI CONNECTION REQUIRED FOR 2-WAY CONVERSATION.
Disclaimer: Compatible smart device required.

PARENT CONSENT REQUIRED

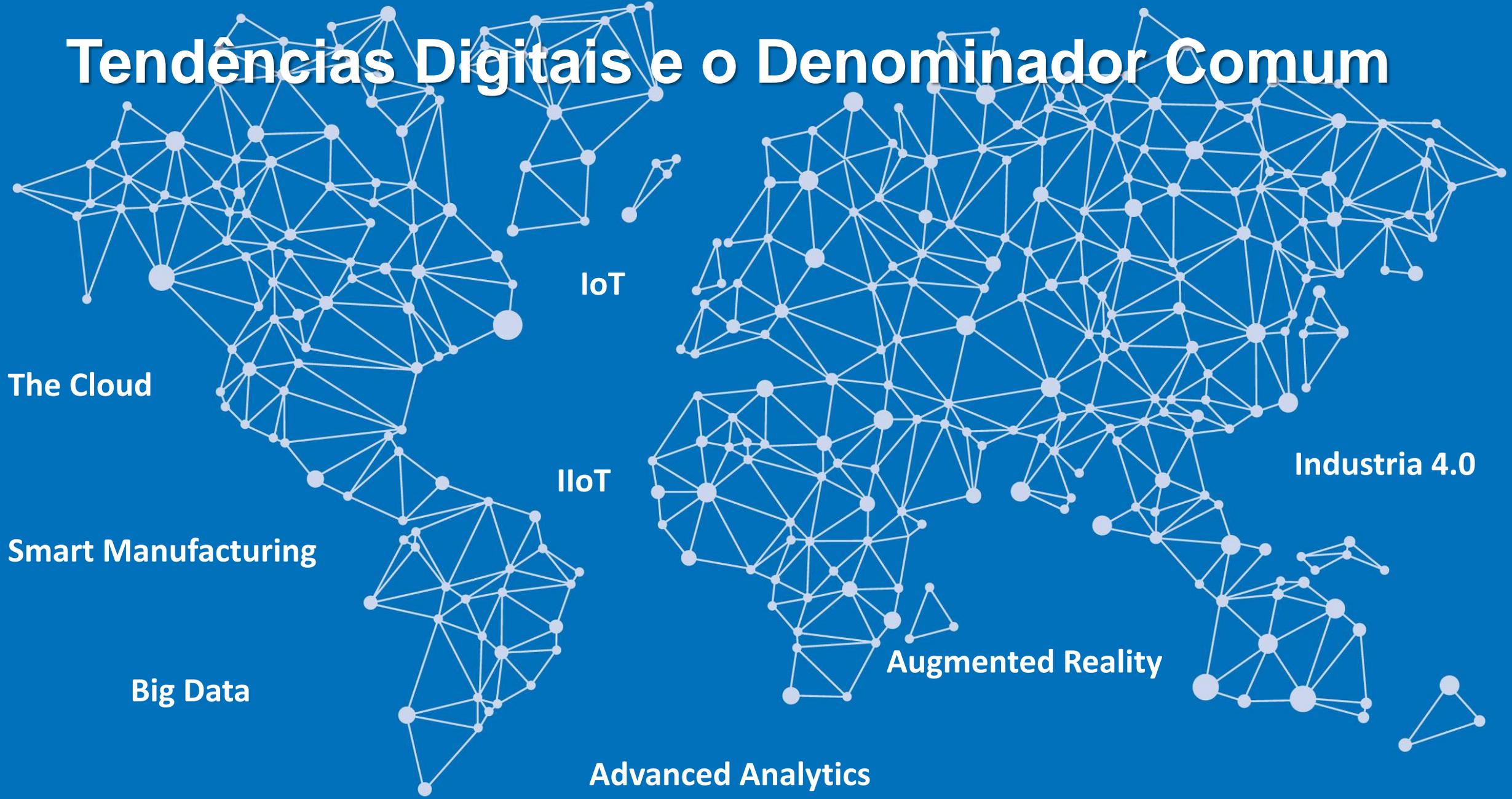
CHARGING STAND INCLUDED
Note: Playtime on the battery life is about an hour.

DOLLS AVAILABLE IN THREE SKIN TONES

Your privacy and product experience are extremely important to us. For questions or concerns, please contact us: mattel.com/hellobarbieFAQ and 1-888-206-0224. ©2015 Mattel. All Rights Reserved. ToyTalk and the ToyTalk logo are trademarks of ToyTalk. Apple, the Apple logo, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries.



Tendências Digitais e o Denominador Comum



Tendências Digitais e o Denominador Comum

A complex network diagram with numerous nodes and connecting lines, rendered in white and light blue against a dark blue background. The nodes vary in size, and the connections form a dense, interconnected web.

DADOS: Todos geram, usam, ou manipulam dados operacionais

Big Data em perspectiva

Byte	: um grão de arroz
Kilobyte	: Xícara de arroz
Megabyte	: 8 pacotes de arroz
Gigabyte	: 3 caminhões
Terabyte	: 2 Navios de containers
Petabyte	: Cobriria Manhattan
Exabyte	: Cobriria Nordeste
Zettabyte	: Encheria o Oceano Pacífico
Yottabyte	: Terra Coberta de Arroz

Transformação digital? O que é?

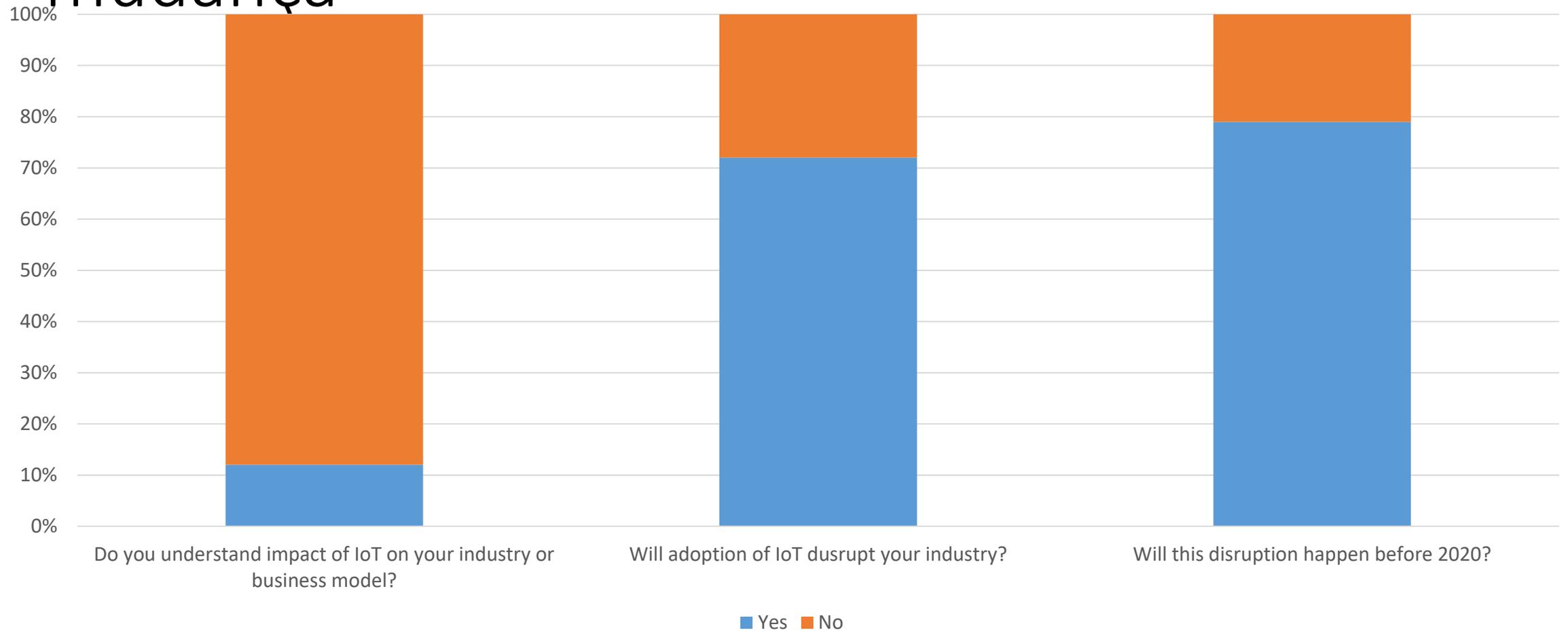
Transformação digital é a mudança associada com a aplicação da tecnologia **digital** em todas áreas de sua empresa...

A **transformação** significa que as aplicações **digitais** permitem novos tipos de inovação e criatividade, maiores do que simplesmente melhorar métodos antigos.

Transformação digital



Transformação Digital – Potencial de mudança



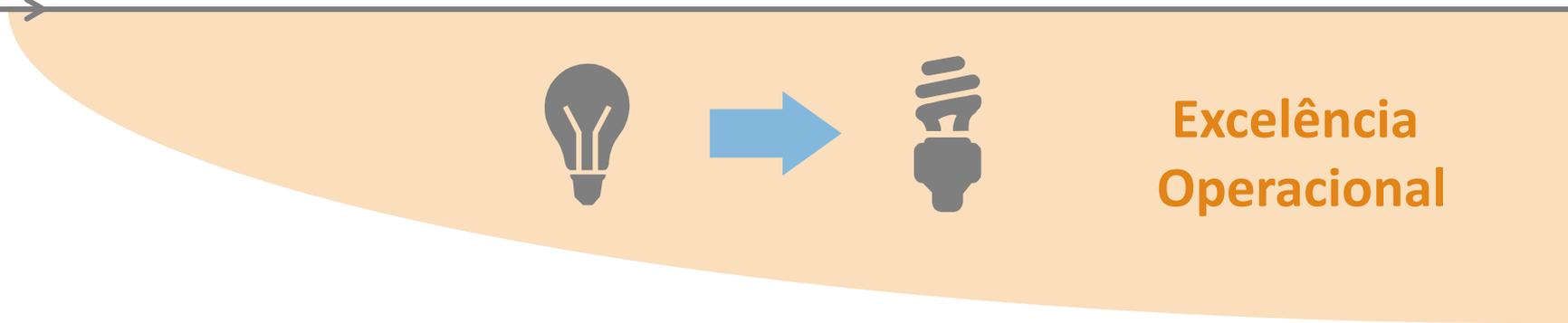
Inteligência Operacional: Nossa oportunidade

**Transformação
Digital**

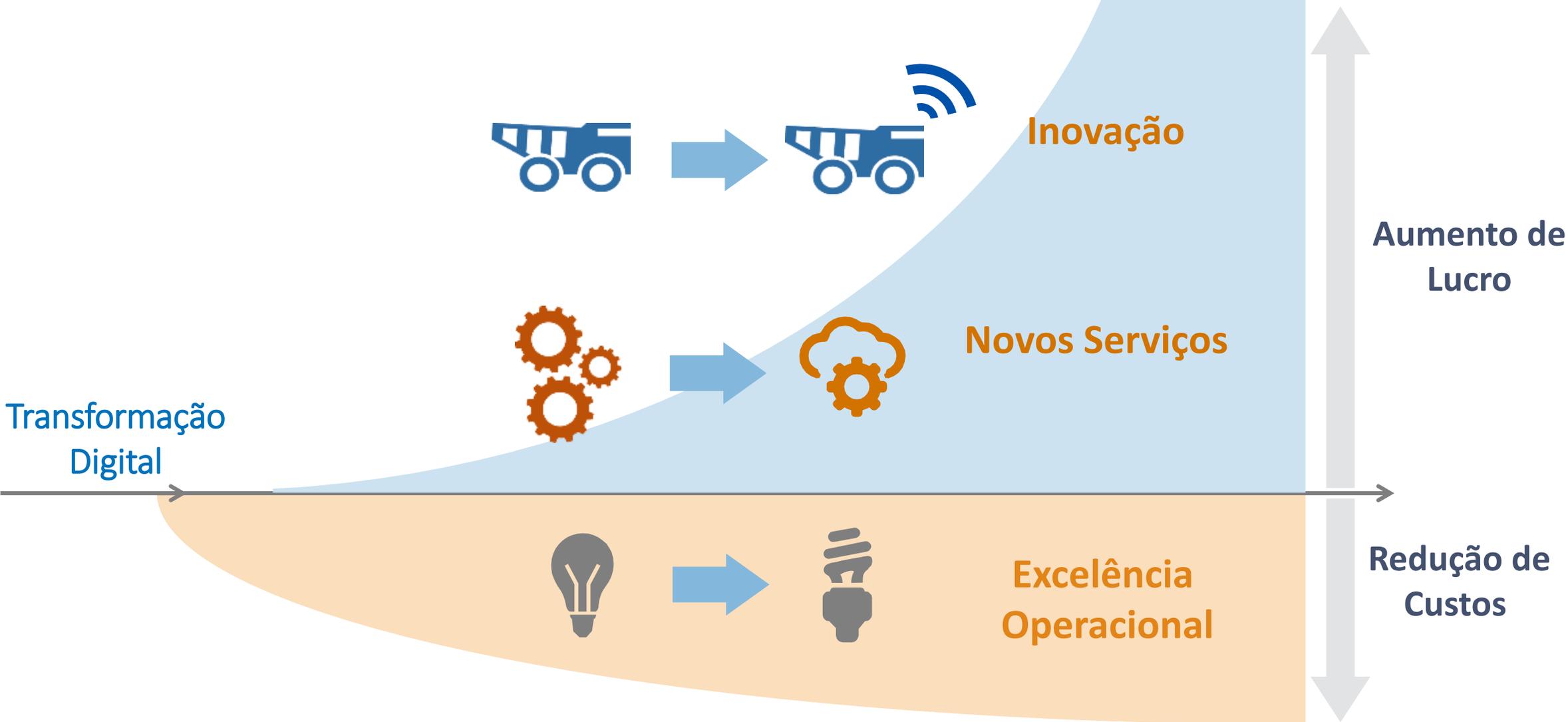


**Excelência
Operacional**

**Redução de
custos**



Inteligência Operacional: Nossa oportunidade





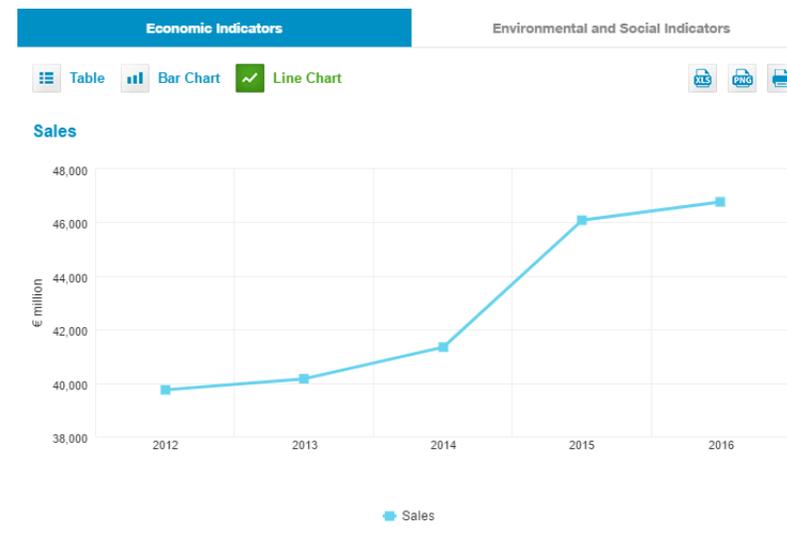
O que você quer ser
Presas ou um predador digital?

Por que agora?

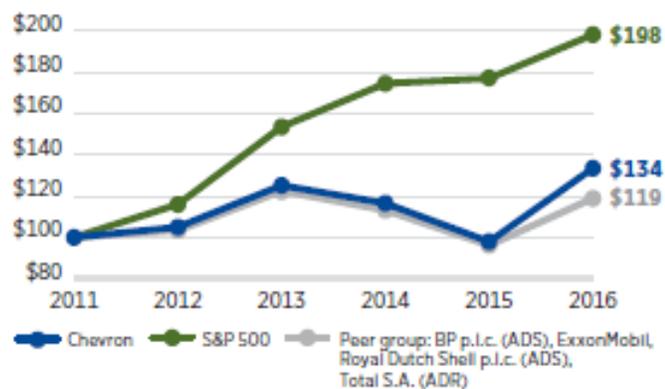
Investec Clock – January 2016



Melhorias de produtividade em 2016/17 ...



Five-year cumulative total returns
(Calendar years ended December 31)



12/05/2017 às 05h00

Ipiranga estima abrir cerca de 500 postos neste ano

Por Stella Fontes | De São Paulo

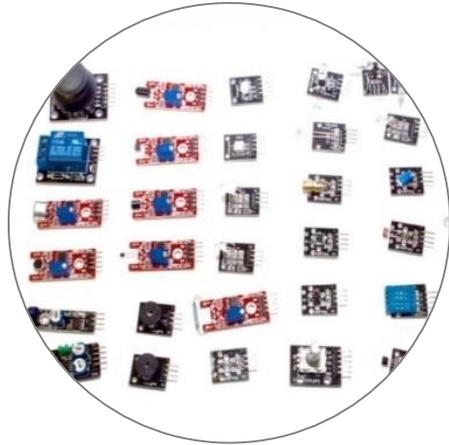


Exclusivo para assinantes

Para ler a matéria completa faça seu login ou cadastre-se

A Ipiranga, rede de distribuição de combustíveis do grupo Ultra, estima abrir perto de 500 postos neste ano. No fim de 2016, a rede contava com 7.563 postos, aumento de 5%. Conforme o diretor financeiro e de Relações com Investidores da Ultrapar, André Pires, uma das alavancas de crescimento é a expansão mais acelerada na rede. Em março, eram 7.648 mil postos, com adição líquida de 407 unidades em 12 meses e 85 no trimestre, número atípico para o período, que costuma ser mais lento nesse sentido, disse o executivo.

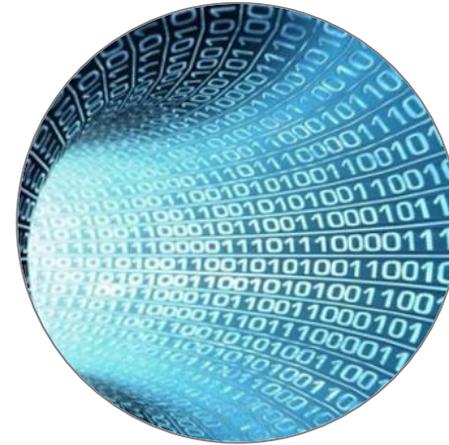
Qual o fator de mudança?



Sensores
pequenos e
baratos



Redução dos
custos de
computação e de
armazenamento

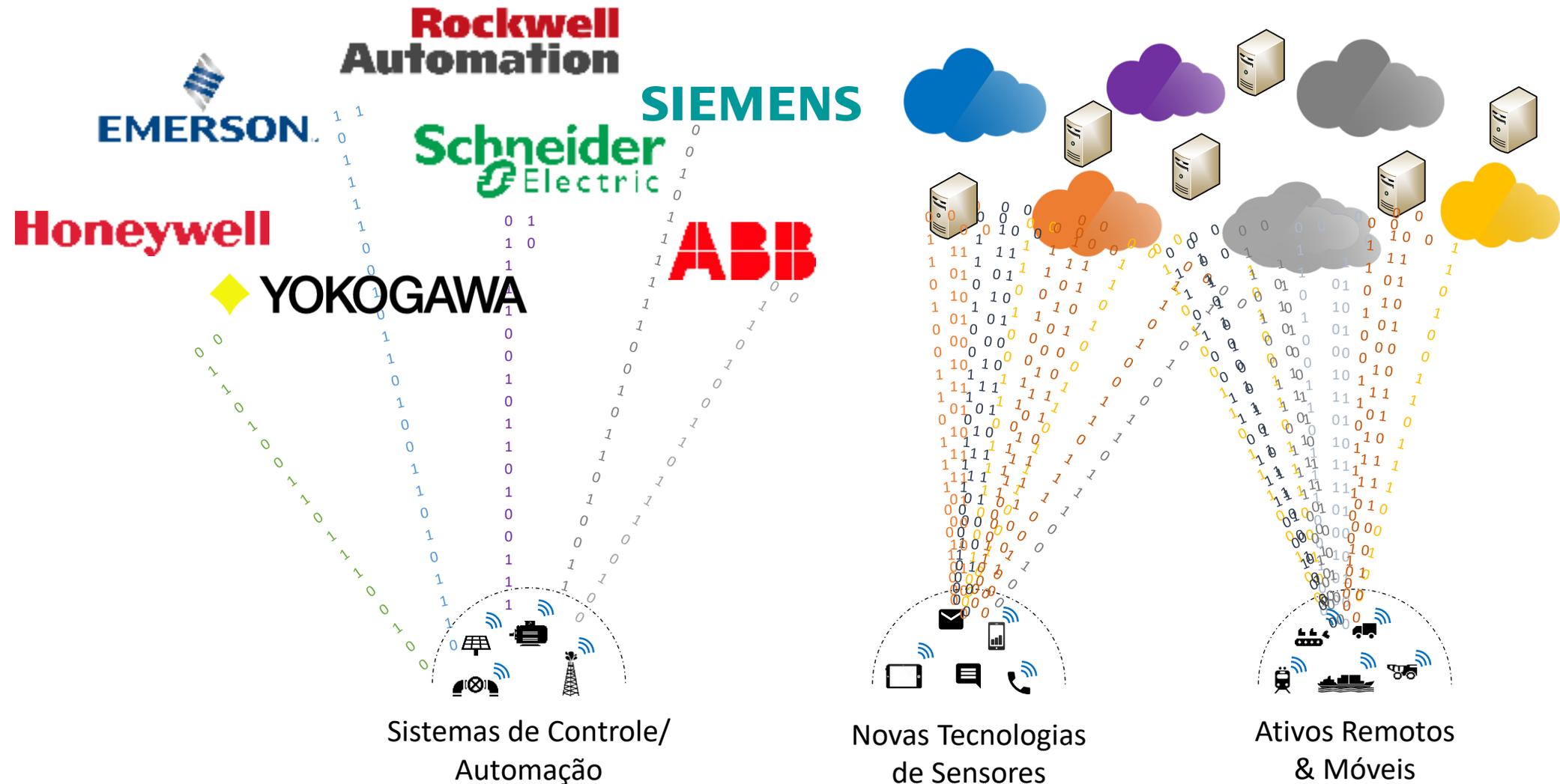


Novas
capacidades de
analisar e
processar dados



Conectividade
onipresente

O Desafio de Industrial Internet of Things (IIoT)



Inteligência Operacional: Nossa oportunidade

Faturamento

Lucro

Retorno
Acionistas

5X

Concorrentes

8X

Consortentes

2X

Concorrentes

McKinsey and Company-McKinsey Digital Quotient, Capital IQ

O desafio: O dilúvio de dados

Volume



DTE:
3Mi Clientes
27 Mi + tags

Variedade



E.ON:
310,000 tags, 250 formatos,
140+ localidades

Velocidade



SETPOINT :
200,000 events /sec

O desafio: A natureza dos dados



Turbine 1

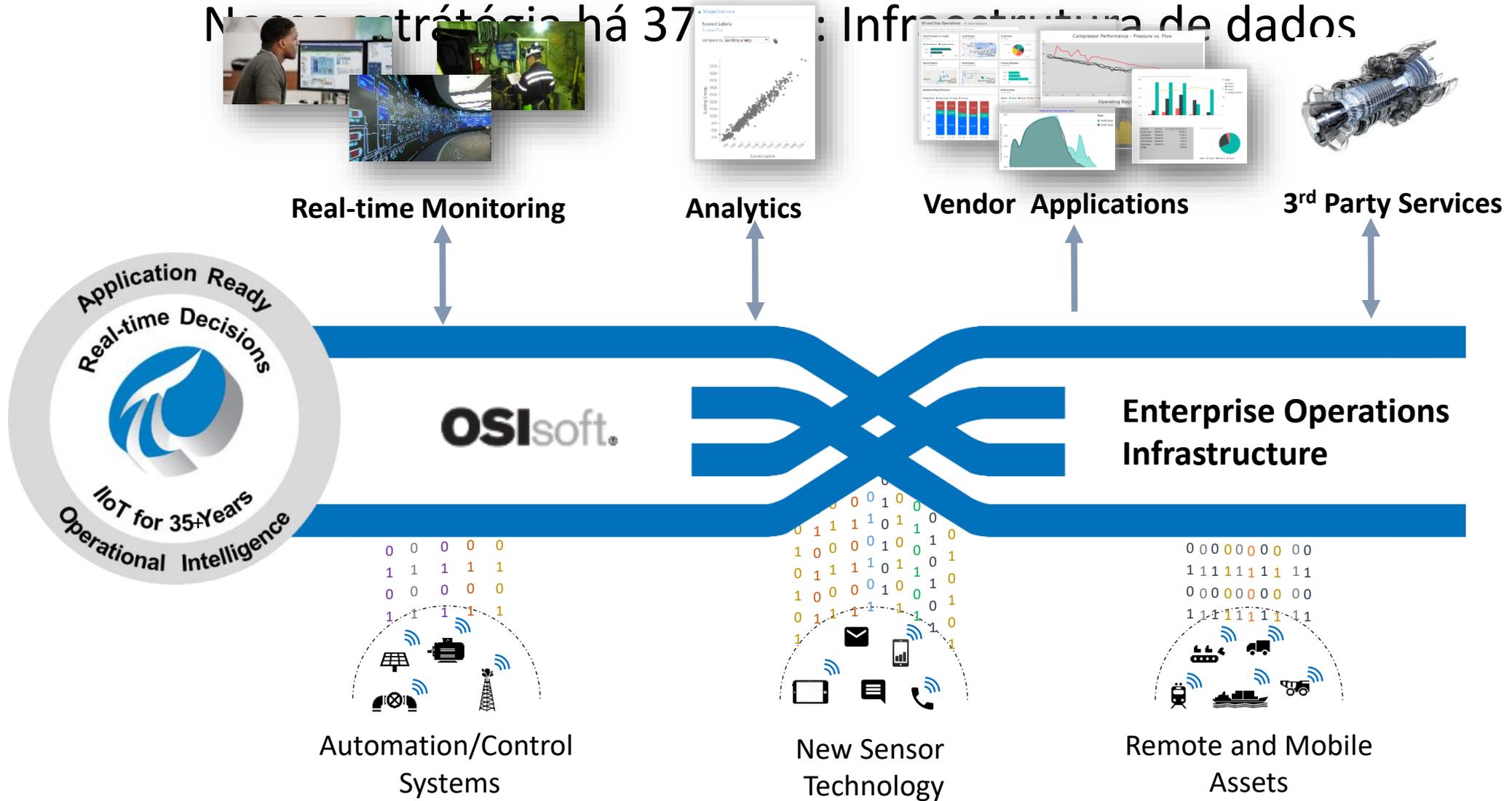
Speed
Bearing Temp
Oil Temp



Turbine 2

Speed
Bearing Temp
Oil Temp
Wear Factor

Nossa estratégia há 37 anos: Infraestrutura de dados



Transformação Digital Jornada

A Jornada da Transformação Digital

Assets



**Multiple
Sensors**

Sites



**Multiple
Assets**

Enterprise



**Multiple
Plants**

Community



**Multiple
Enterprises**

Transformando dados em inteligência - Contexto

1 | Dado



2 | Informação



3 | Inteligência

Suporte a Decisão em tempo real

Business/Operation Analytics

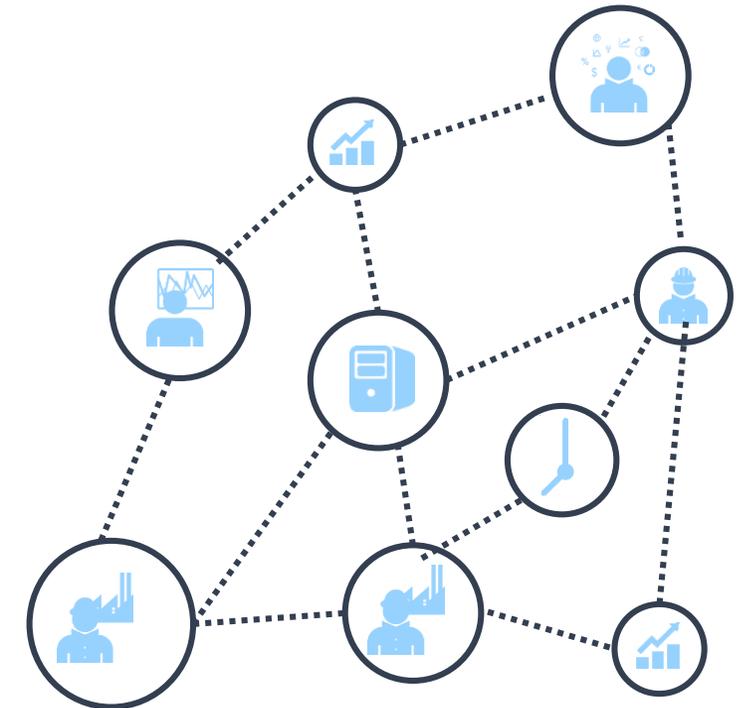
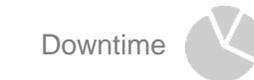
Boiler-209.Fuel Gas Flow DC.Srv01R 94:GRDIDX.Trigger AC09.Power
 GE01_DT 409510395_Wind Speed **QI-109** GE01_DT Cooling Fan-711.Feed Rate
 DC.SJ.PUE **TI-102** DC.Zero **DY-108** DC.SJ.C1.Z3.R3.PDU1.PF GE01_A_DT
 403511195_Wind Speed DC.Srv01R **Boiler-125.Fuel Gas Volume**
 1-16.Net Volume CB1992_MS 0_CMP_FLOW_TOTAL GE02_Energy
 Anacortes Refinery.Alkylation.Asset Problems B210_FG005.KPIExcursion
 AlarmTest.Input.Float32.1 **AQUA2-TI-201.PV** DC.SJ.SiteRealTimeLoad.PWR
 FT9001 **bf5e1d1d-39c9-4b5b-b3d3-c2ce05fa3a26** DM-05.BW.R AT401
 0_CLR_FINAL_OUT_B_TMP F506_E990 339511775_Clear Sky Global Horiz GE01_DT
D-110.Tank Pressure.PV Boiler Feed Pump #1
FI-151 0_ENG_AUX_STS **FIC-144** 02F100 fasttag
 DC.C2Z1.Pwr.Ripple
02F102.1HRAVG BGT001 **PI-111** facility_output FI-111
 GE05_Energy **C1:14AT5** **1-8.Net Volume**
AC03.Air Flow FeedBin.Cmt **Coal Motor Load**
 Boiler Cold Reheat Pressure 02F100.TOT.EV
B737_FG117 DC.TimeLoad 03LBA32CT001-2
D-110.Tank Pressure.PV DC.SJ.ITLoad.PWR
 GE04_DT **QI-121** GE03_V_WIN **TI-145** FR2001
DC.Rk07R DC.Srv06R **TI-178** GE04_OS
 GE04_Energy **TI-121** FT9001 **FT9001**
 FAC.OAK.Power-Kh-Val.PV **FR5001** AF_NOISE
DY-131
 DC.SJ.PUE fic1001.C
 GE02_OT
 GE01_DT
 FeedBin.Cmt
 DC.Zone1.Number
DailyTrigger
 FrqPrbCost_ER

Weather Conditions

Relative Humidity:
 34% Current Temp: 85
 °F High: 92 °F
 Low: 57 °F
 Wind: 8 mph/N

Crude Furnace

Draft Pressure: -0.5 WC
 Stack Temp: 316 °F
 Oxygen: 2.5%
 Firebox Temp: 860 °F
 Outlet Temp: 840 °F Cold
 Oil Velocity: 6 ft/sec



CBM and Smart Monitoring in Frade FPSO with the PI System

COMPANY and GOAL

One of the world's leading oil producer wanted to improve its Frade FPSO monitoring capability and information quality through the PI System.



CHALLENGE

Reduce the maintenance cost and increase real time monitoring capability

- Perform real time and historical data analysis on the condition of the Control Loops and Production Wells
- Shift the monitoring philosophy to event driven

SOLUTION

Implementation of PI System applications to automate the data analysis, event detection and notifications delivery

- Real time data analysis through Asset Analytics and Event Frames
- Custom Excel Report using AF SDK (Control Loop)
- Web monitoring displays published in PI Coresight
- Configuration of Notification to alert critical limits and undesired behaviors

RESULTS

Increase of awareness to critical events leading to significant improvement on Operational Intelligence

- Potential \$300k/year cost saving on third party monitoring solution
- 90% time reduction on intelligence gathering
- Reduction of Engineering team response time



A Jornada da Transformação Digital

Assets



**Multiple
Sensors**

Sites



**Multiple
Assets**

Enterprise



**Multiple
Plants**

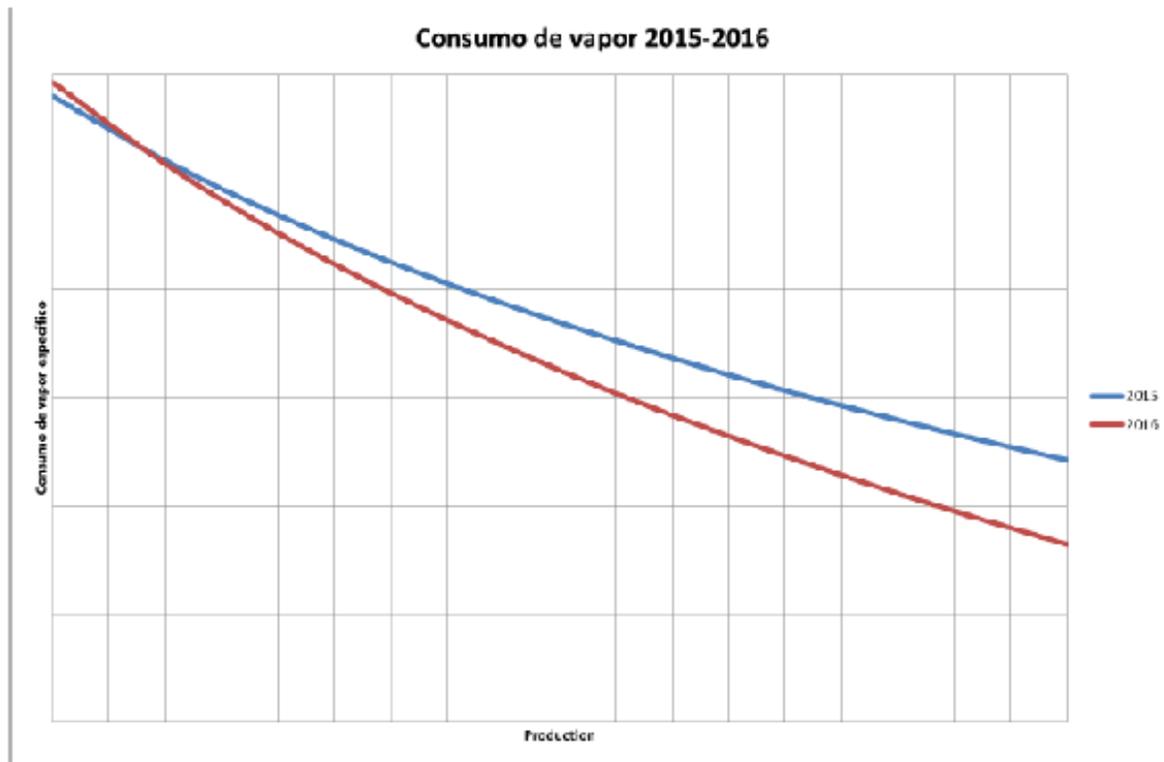
Community



**Multiple
Enterprises**

Balancing the scales

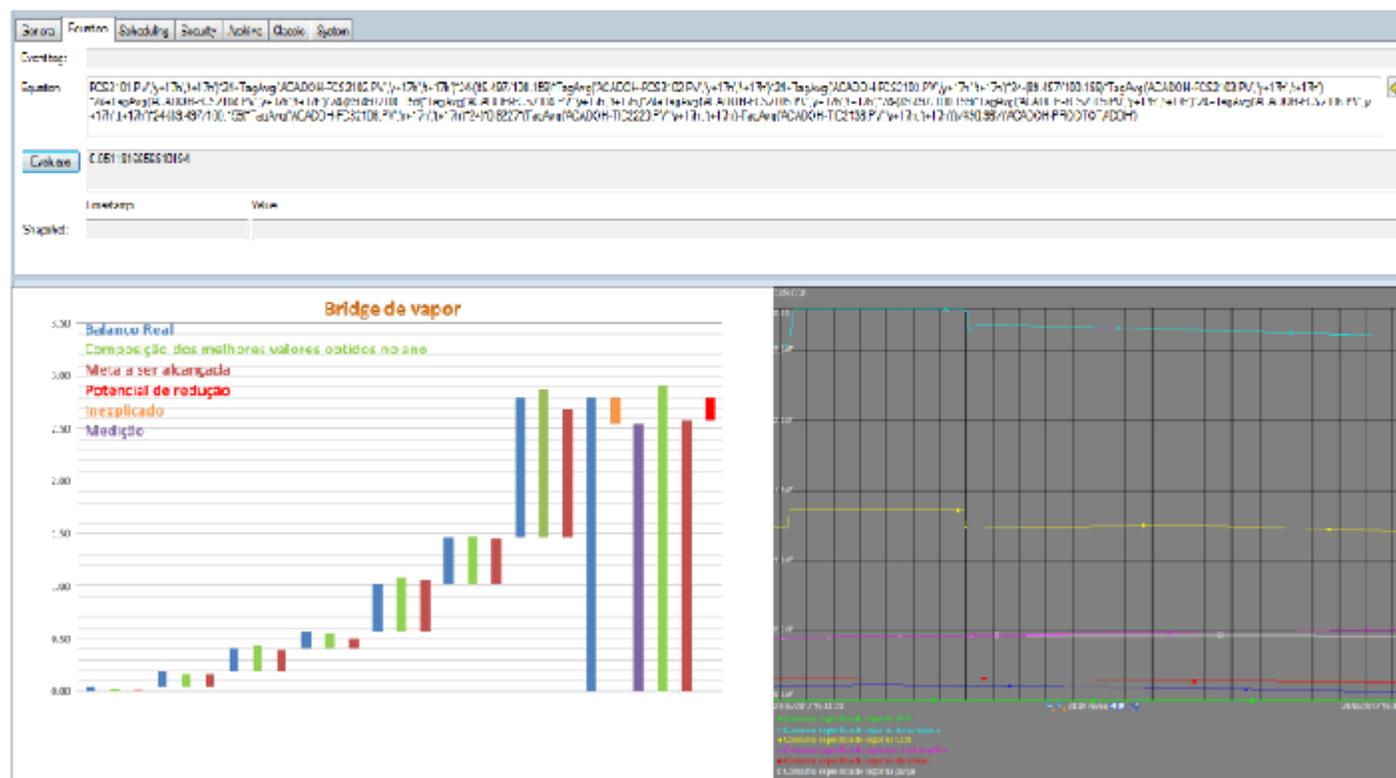
Somente com o monitoramento



Ganhos entre 5% e 10%

Balço de massa e energia

Balço de massa e energia em nova versõ



A Jornada da Transformação Digital



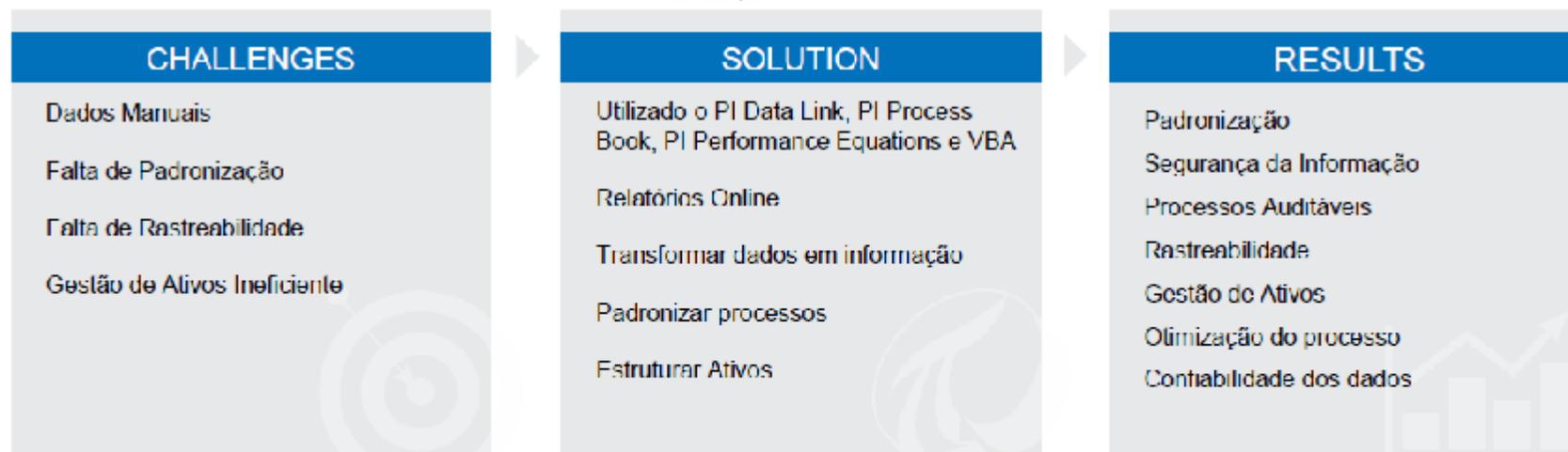
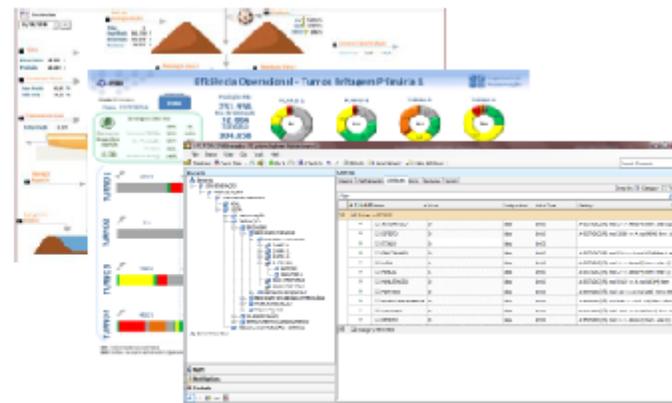
Mudança de Cultura - CSN

Soluções de engenharia fundamentadas no PI System: uma mudança cultural na mineração CSN

CSN - Mineração

As ferramentas cliente do PI System centralizam as regras de negócio, organizam e centralizam as informações dos ativos da empresa, além de fornecer informações importantes do processo de mineração em toda sua cadeia de produção, possibilitando assim tomadas de decisões que permitem a continuidade do negócio.

Graciana Oliveira, João Cunha



Mudança de Cultura - CSN

Os Desafios da CSN Mineração

Balanco de Massa

Cálculo Manual

Baixa Confiabilidade

Alta demanda de h/h

Não Agrega Conhecimento

Planilha 32L x 274C

Padronização e Melhorias da Operação

Dados Pulverizados

Desinformação

Falta de Métrica

Despadronização

Gerenciamento de Ativos

Dados Pulverizados

Dados Desatualizados

Demora na Informação

Despadronização

A Jornada da Transformação Digital

Assets



**Multiple
Sensors**

Sites



**Multiple
Assets**

Enterprise

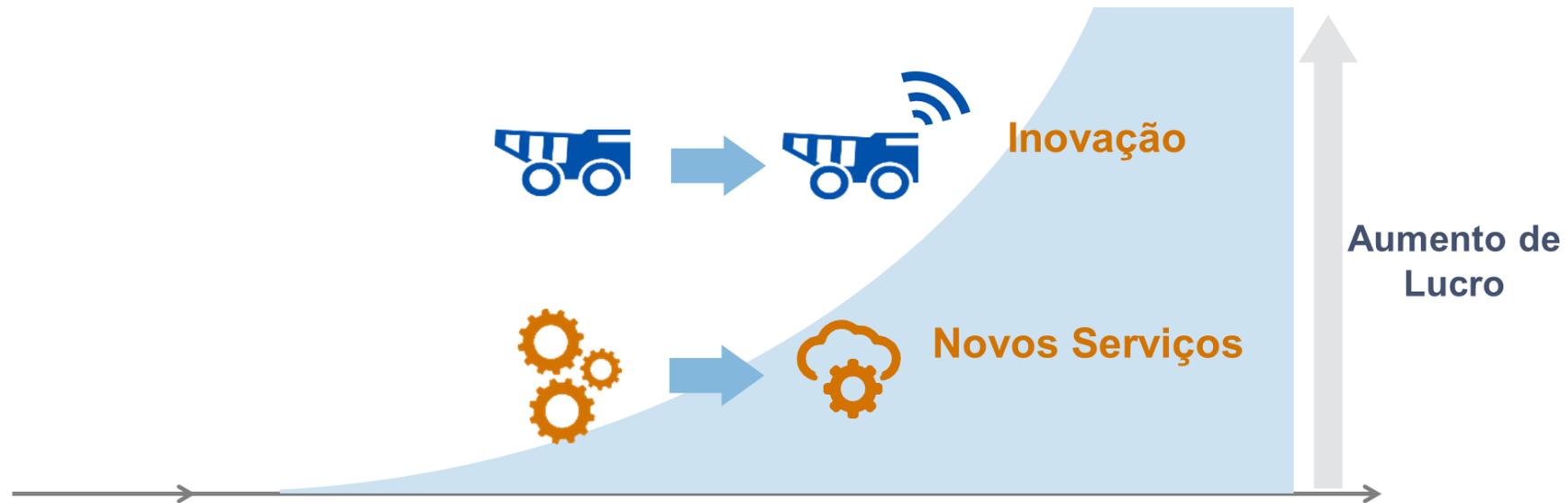


**Multiple
Plants**

Community



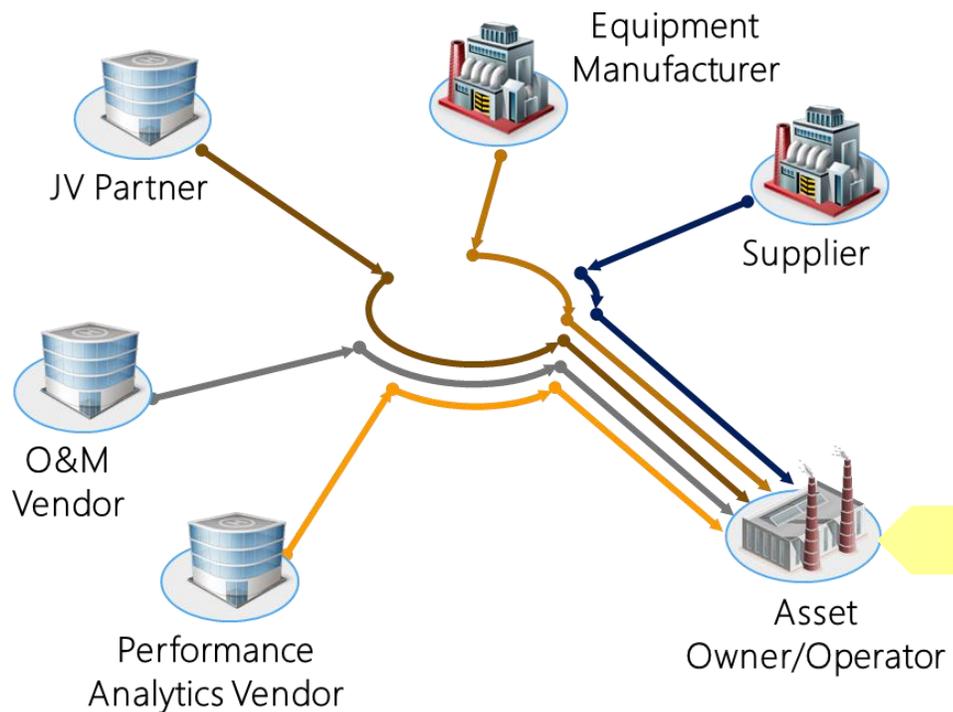
**Multiple
Enterprises**



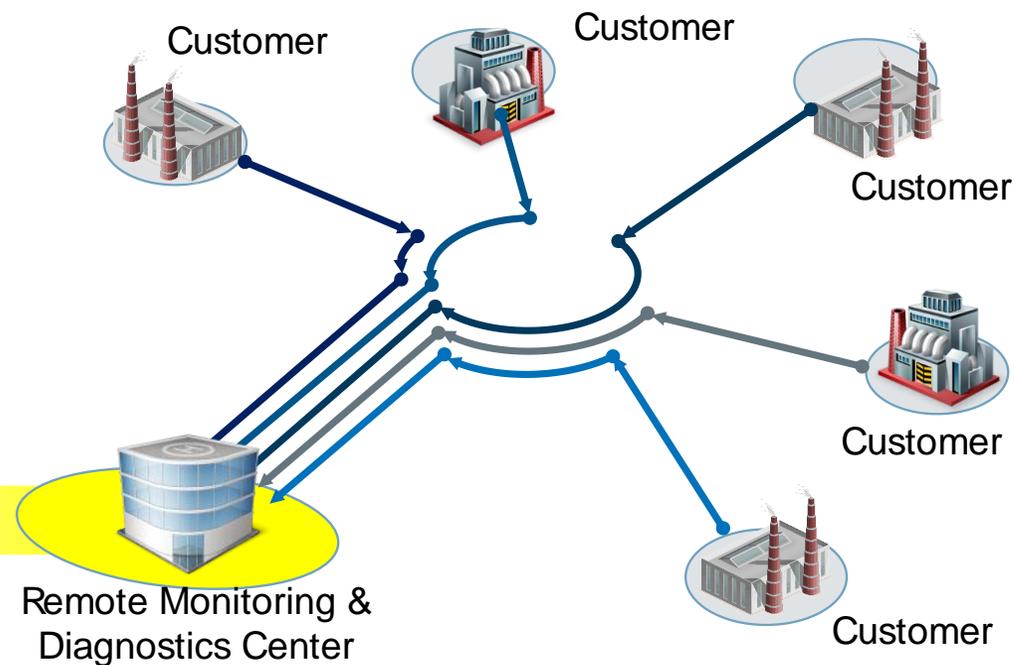
Oportunidades de ofertas de serviços

Serviços para compartilhamento de Dados

Múltiplos Stakeholders...



... Possibilidade de oferta de serviço



Baixo custo de sensors e conectividade...

Modelos de comunidade para suportar o

ne

STEAM TRAP HEALTH MONITORING SERVICE



Boost the performance of your steam distribution system



**No added work for your staff.
No up front capital costs.**
With no barriers to automated monitoring, it's full steam ahead

Gain an automated steam health monitoring approach as a monthly fee, not a capital expenditure.

You know how important the integrity of your steam distribution system is to the overall health of your process plant. It's the engine of your operation. And you are well aware that quality, operational costs—and your bottom line—all depend on how efficiently steam reaches its intended use.

But, is the upgrade to an automated steam monitoring approach stalled in the planning stages? Or, are you still using a manual inspection process that only produces annual findings?

While you've been waiting for the capital investment to purchase and install the hardware and software, how much of your profits have escaped into the atmosphere?

Stop blowing steam. Start saving now.

Emerson's Steam Trap Health Monitoring Service provides steam trap monitoring hardware and software—plus ongoing professional monitoring—of under one manageable monthly service fee.

LEAVE IT TO US

With the Steam Trap Health Monitoring Service, Emerson™ takes care of everything: set up, installation, continuous monitoring—even steam trap repairs or replacements will be handled through your service contract. The entire process is completely hand-off for you and your staff.

Emerson provides actionable information, not meaningless data, and solves each problem for you by actually taking the action to get it fixed.

COMPARING SOLUTIONS? START BY CONSIDERING THE SOURCE OF DATA.

Emerson steam system professionals analyze data generated by the Rosemount® 708 Wireless Acoustic Transmitters attached near each of your critical steam traps. Compared to other steam trap monitoring methods, the 708 Wireless acoustic transmitters detect indications of steam trap health and instantly report the failures. The Steam Trap Health Monitoring Service delivers actionable information so that corrective steps can be taken immediately—not in weeks or months as losses mount.




Over 45%
of fuel used by U.S. manufacturers is used to generate steam.

World Energy Council, 2013

MAKE DECISIONS IN REAL TIME, AND SEE INSTANT RESULTS

If you're relying on annual audits, failed steam traps often go undetected—and unrepaired—for months on end. No wonder manual inspections are on the way out. Emerson's Steam Trap Health Monitoring Service gives you an automated and continuous monitoring solution that assures consistent steam system health, with immediate and ongoing savings.

- Nonstop data collection and upload**—Continuous steam trap operating data generated by the Rosemount 708 Wireless Acoustic Transmitters is collected through proprietary software, and transmitted to the Emerson Monitoring Service.
- Professional analysis and reporting**—Emerson professionals analyze your data and present reports, on your schedule, identifying failed (and failing) steam traps and recommend appropriate remediation.
- Prompt mitigation**—Local service providers are directed to repair or replace the failed steam traps. You will receive a report stating all the recommendations and actions that have been taken, even if you've chosen not to take action.

CREATE A SAFER AND MORE COST-EFFICIENT PRODUCTION ENVIRONMENT

Emerson's Lifecycle Services helps you solve some of your biggest steam system challenges.

- Improve process throughput and product quality by maintaining thermodynamic efficiency more proactively by identifying steam traps that are not removing condensate from the system
- Increase safety and reduce equipment damage by recognizing steam system conditions that could potentially lead to a water hammer—and then quickly correct them before you suffer the consequences
- Reduce energy loss and carbon emissions by pinpointing, and fixing, steam traps that have failed in the open, or blow-through condition and are constantly passing steam
- Ease your personnel challenges, allow Emerson to take over tasks that require specialized industry knowledge

QUANTIFY YOUR SAVINGS

Do you know how much money in your plant is going up in steam loss?

Each year, 15% of steam traps are expected to fail	
Critical steam traps	100
Failures per year	15
Cost per failure	\$5k
Annual savings	\$75k

32%
of energy is wasted in a typical plant.

U.S. Department of Energy, Energy Efficiency and Renewable Energy, December 2004

Serviço de monitoramento remoto da Emerson....

Nossa Estratégia



Welcome to OSIsoft Marketplace

Discover partner solutions to help accelerate your digital transformation

**30+ Solutions
Published Already**

+250 Partners

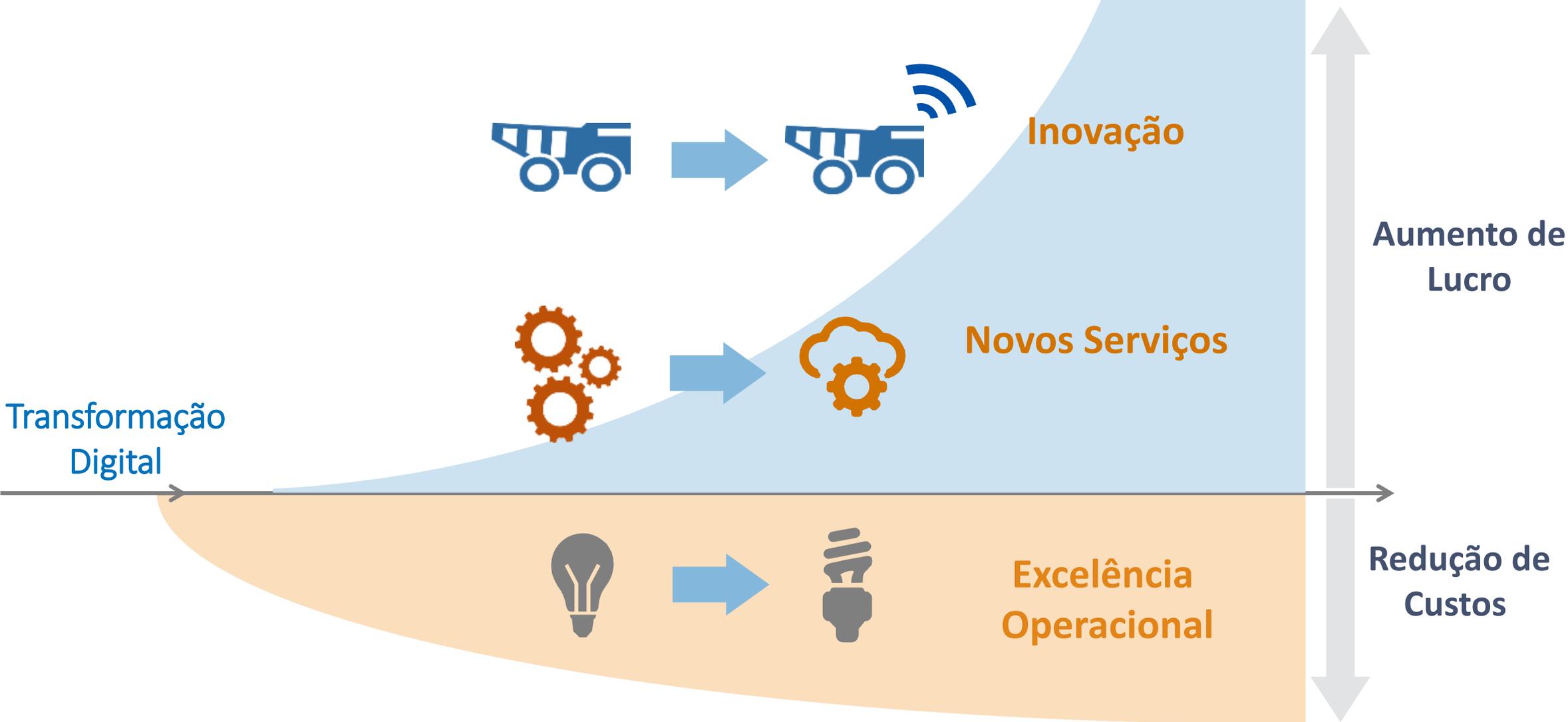
2600+ Developers

SOLUTION TYPE

Advanced Analytics (6)
Asset Management (9)
Condition Based Maintenance (10)
Data Aggregation (6)
Data Collection (6)
Data Validation (2)
Downtime Tracking (8)
Energy Management (5)
More »



Inteligência Operacional: Nossa oportunidade





O que
você não
sabe que
você não
sabe?

Contact Information

Claudio Muller

cmuller@osisoft.com

Gerente de Contas

OSIsoft



감사합니다

谢谢

Danke

Merci

Gracias

Thank You

ありがとう

Спасибо

Obrigado