LISTEN. THINK. SOLVE.®

Connected Enterprise…

PUBLIC

Allen-Bradley • Rockwell Software

Rockwell Automation

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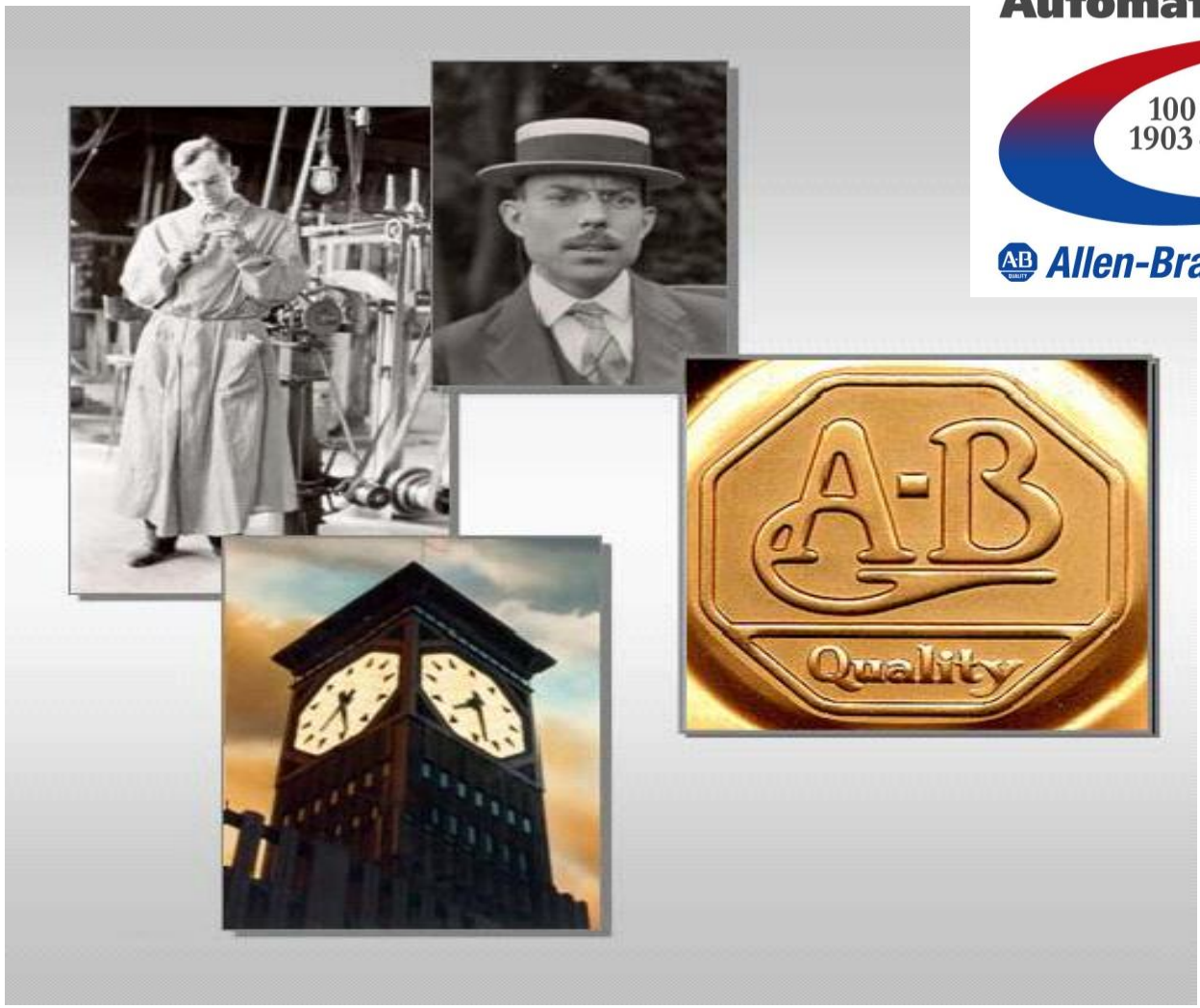
A 100 years of Quality…

Rockwell Automation



Rockwell Automation
100 Years
1903 - 2003
Allen-Bradley

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Rockwell Space Shuttle Orbiter…

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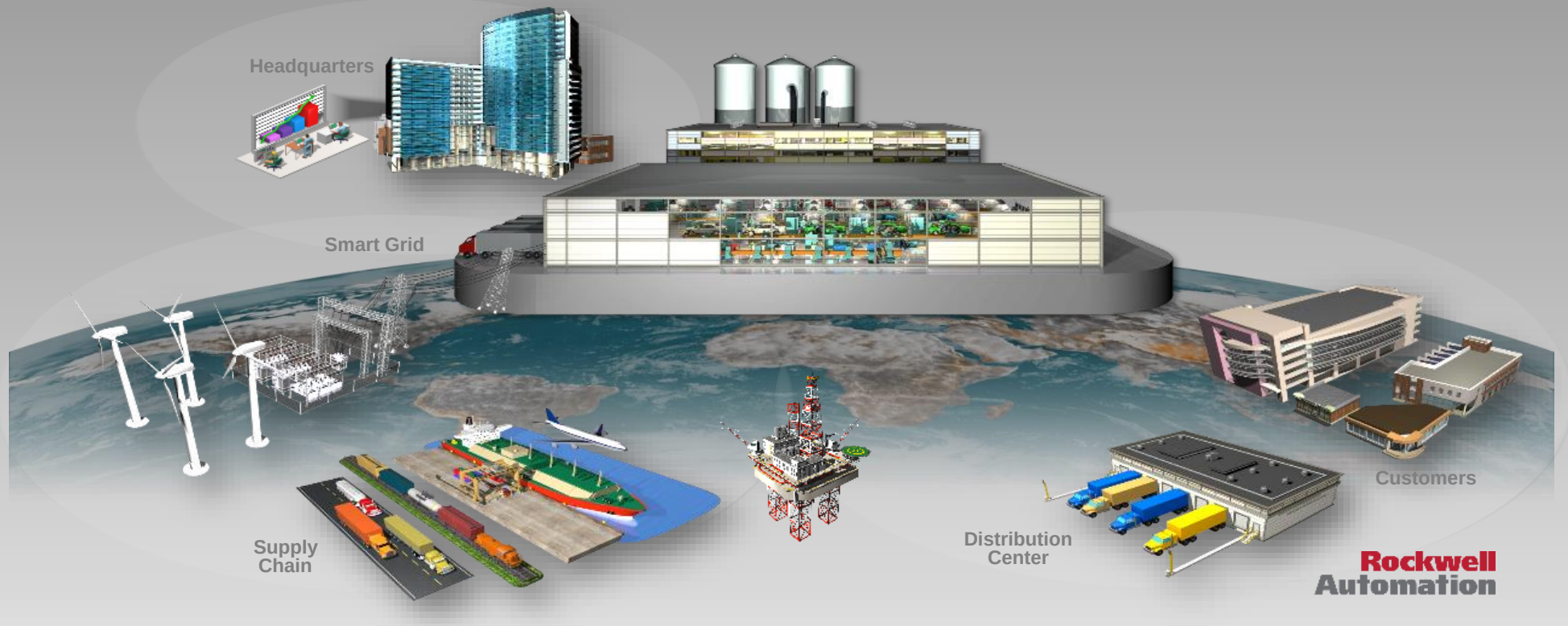
THE CONNECTED ENTERPRISE

Optimized for Rapid Value Creation – Enabled by Integrated Control and Information



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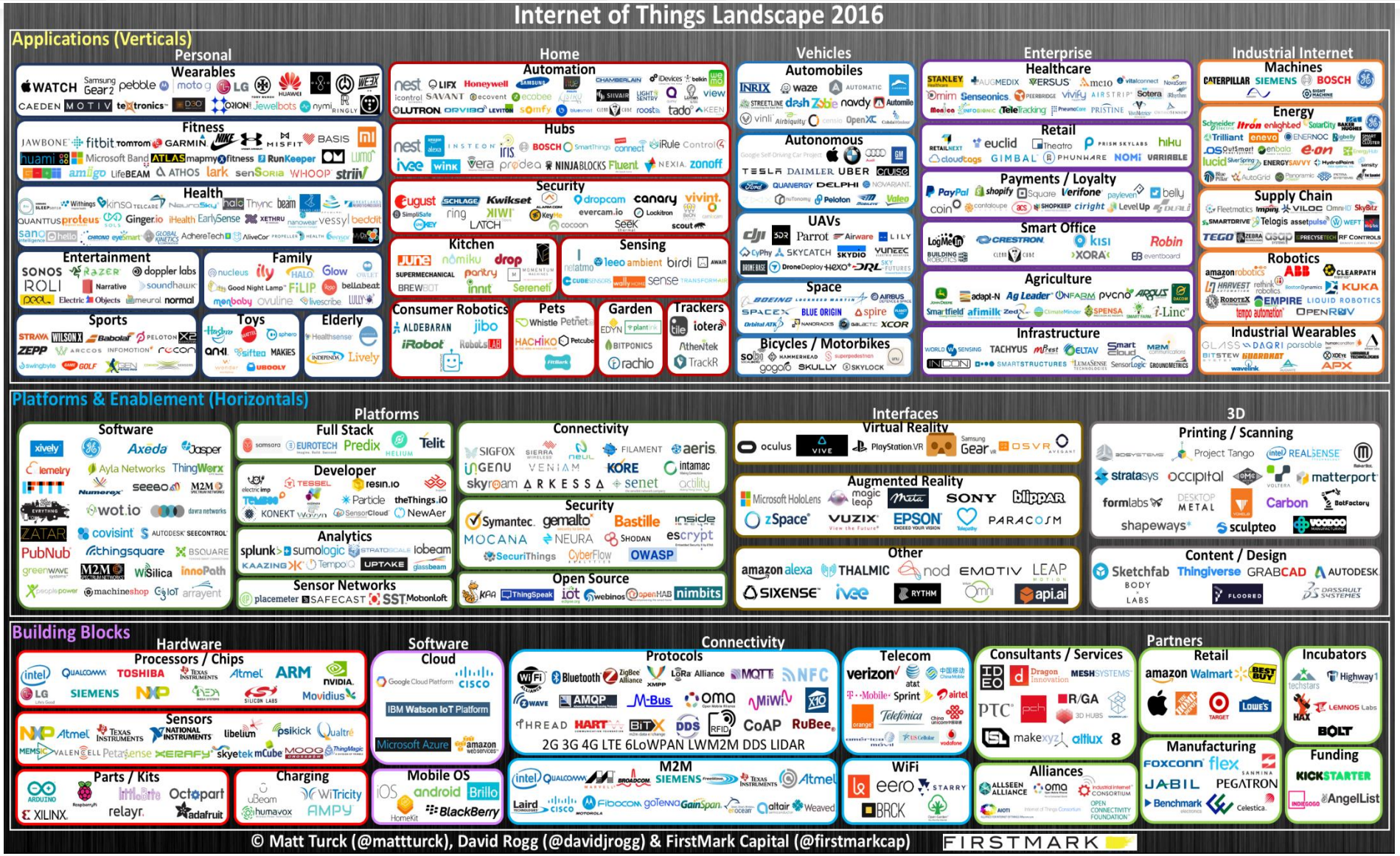
IOT (Internet of Things) – What is it?



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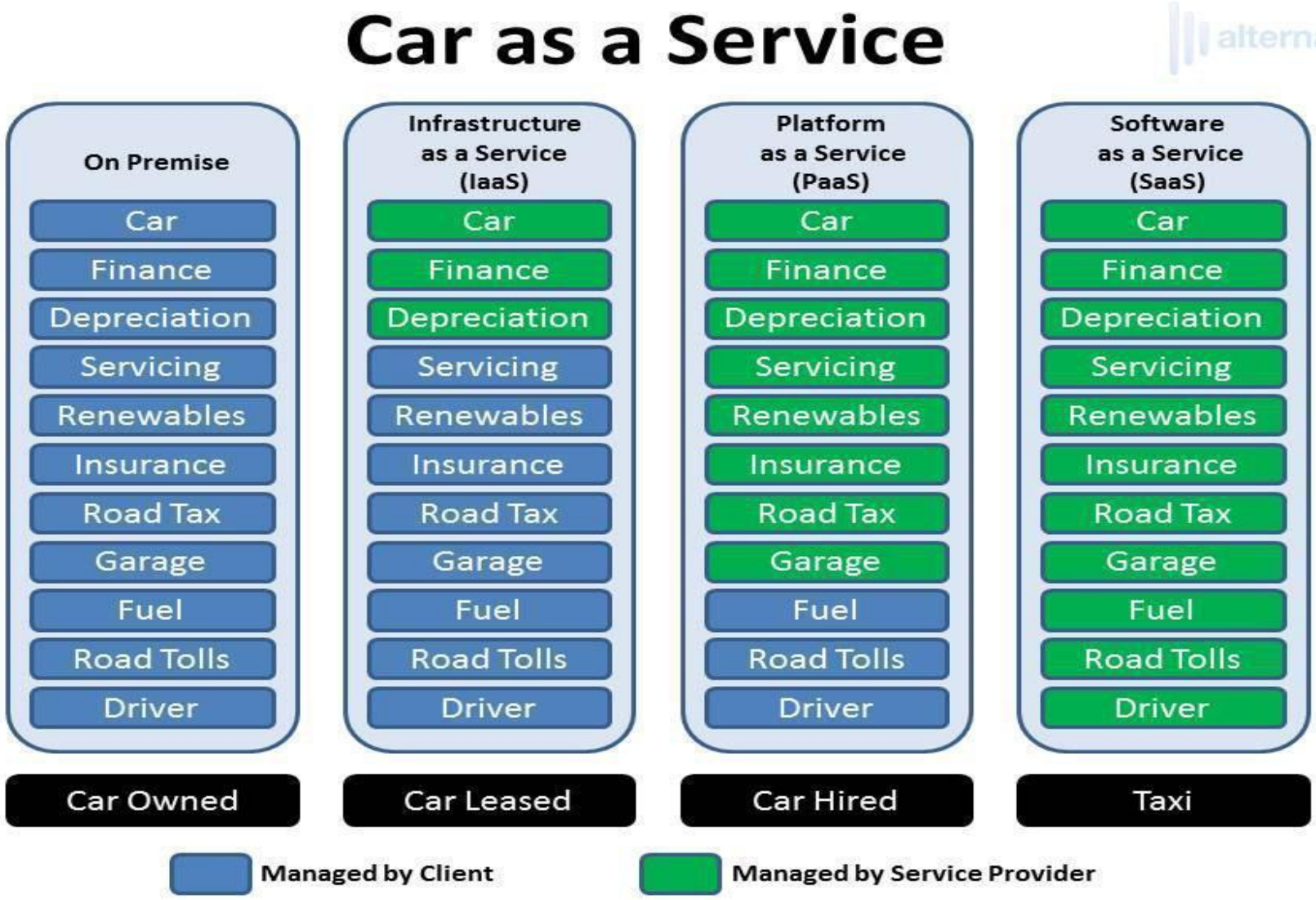
SaaS (Software as a Service)



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SERIALISATION

- Anti-Counterfeit
- Supply Chain Traceability
- Brand Analytics

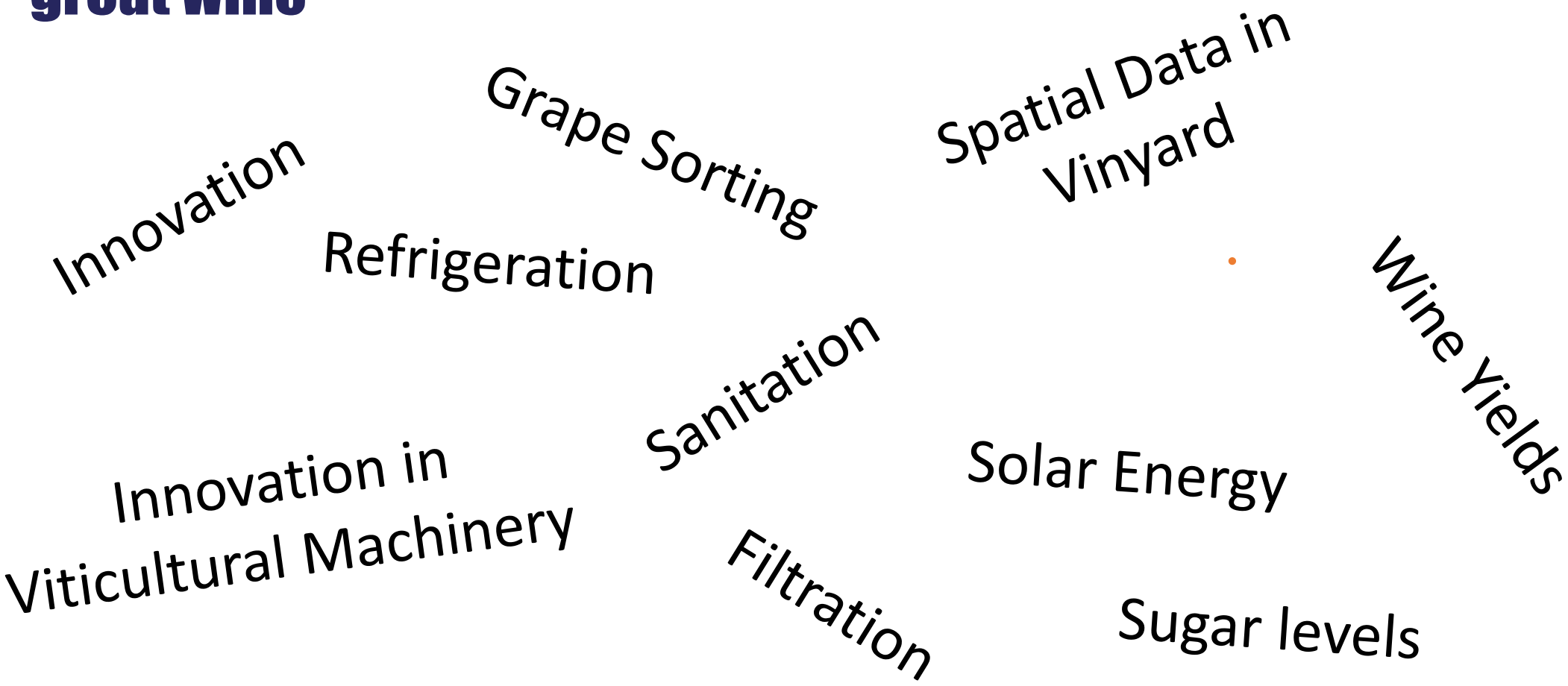
Geoff Nunan
Principal Consultant

NUKON

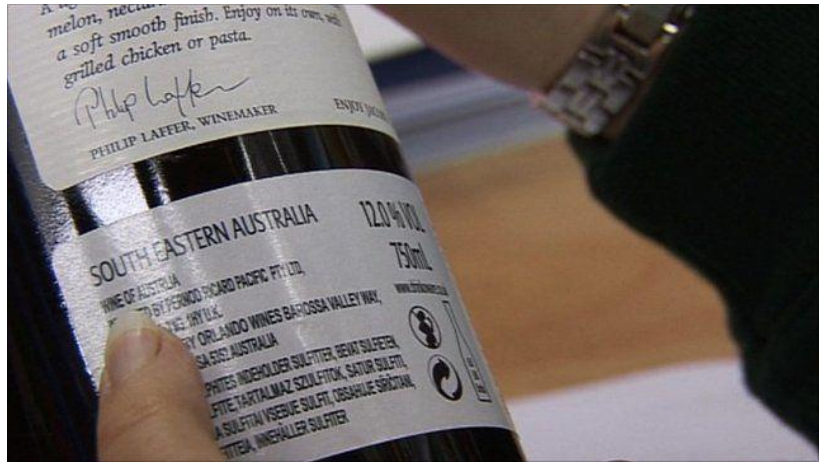
Who is Nukon?

- Food and Beverage industry specialists
- Business Optimisation Consultants
  - Process and Packaging Optimisation
  - Business Process Optimisation
  - Planning and Scheduling Optimisation
  - Anti-counterfeit and brand protection
- National company
  - Adelaide, Melbourne, Sydney, Brisbane and Pune(India)
- Endorsed Integration Partners
  - Rockwell Software MES
  - Rockwell Historian
  - Rockwell ‘Connected Enterprise’
- Partners with SAGE Automation
  - Process Control and Electrical Projects
- 22 Food and Beverage Specialist consultants
- Food and Beverage customers include
  - Coca Cola Australia
  - Murray Goulburn
  - Fonterra
  - Graincorp
  - Treasury Wine Estates

You put so much effort into making great wine



But what are your customers actually drinking?



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What will your brand look like in China?

But that's just the brand pirates

- For every bottle of French wine in china, there is a bottle of fake French wine.
- Official estimates are 50% to 70% of all wine
- Consumers are cautious of buying expensive wine because of the high percentage of fakes

So what is Serialisation?

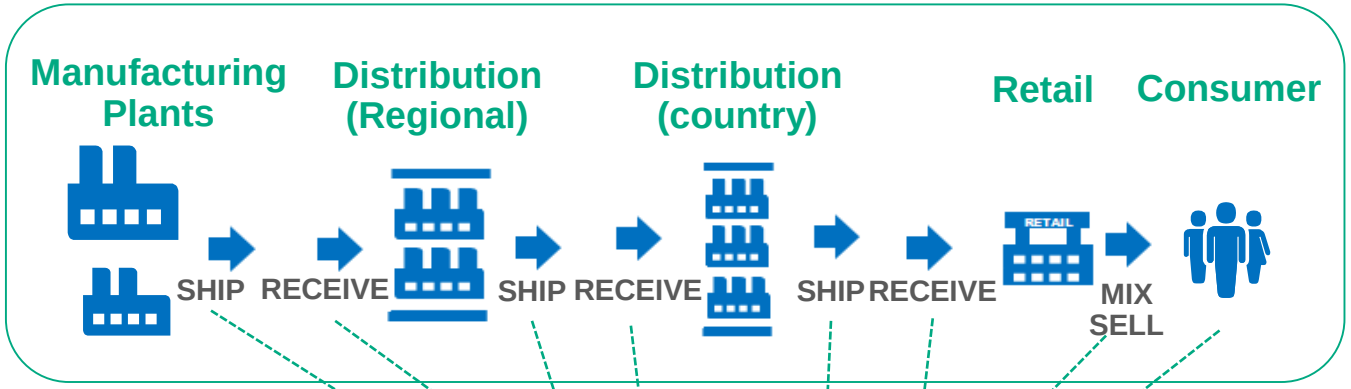
- A unique serial number on every bottle in the form of a QR code
- Serial numbers on Cases and Pallets
- Bottle numbers tracked to case numbers, case numbers tracked to pallet numbers
- Consumers scan the QR to determine if the product is authentic, and to find detailed information on that specific bottle of wine

Can’t they just copy the QR code?

- When a consumer scans the bottle, we collect data from the consumers phone
  - Location
  - Number of times scanned
- We can then use rules to determine if that code is authentic
  - Is the bottle where it should be?
  - Is the bottle in multiple places at once?
- Consumer also gets details of the wine that should match the code, and can verify authenticity

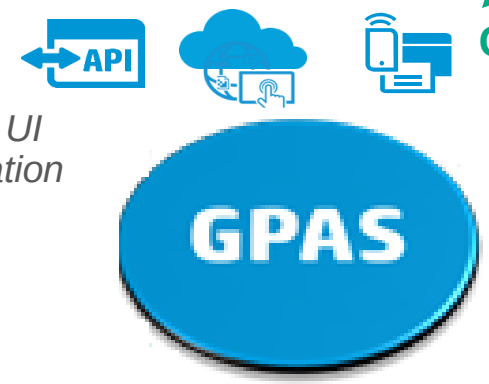
GPAS Track and Trace – Supply Chain Visualisation & Monitoring

GPAS provides a flexible cloud based track and trace service enabling all stakeholders in the supply chain to participate, capture and record traceablity events at both a finished goods and ingredient level from point of manufacture through to consumer engagement.



All Traceablity events recorded in GPAS via

- *GPAS Track/Trace Cloud UI*
  - *API/Web service integration*
  - *Smartphone*
  - *EPCIS*
- *IoT devices*

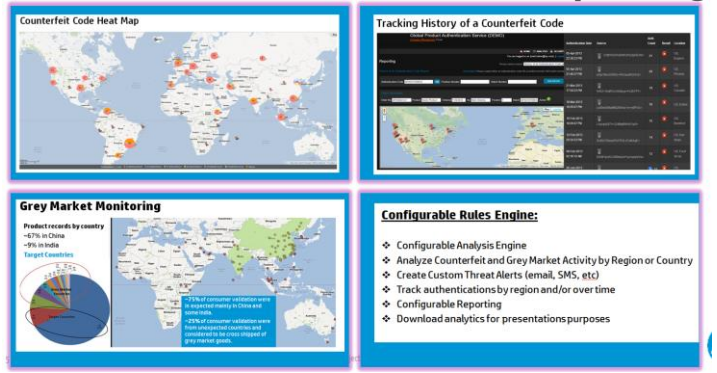


GPAS EPCIS SERVICES

Foresight situational awareness

Interactive media command center

GPAS Command & Control Dashboard Visualises supply Chain and allows custom alerts & reporting



Illicit Activity Monitoring and Control

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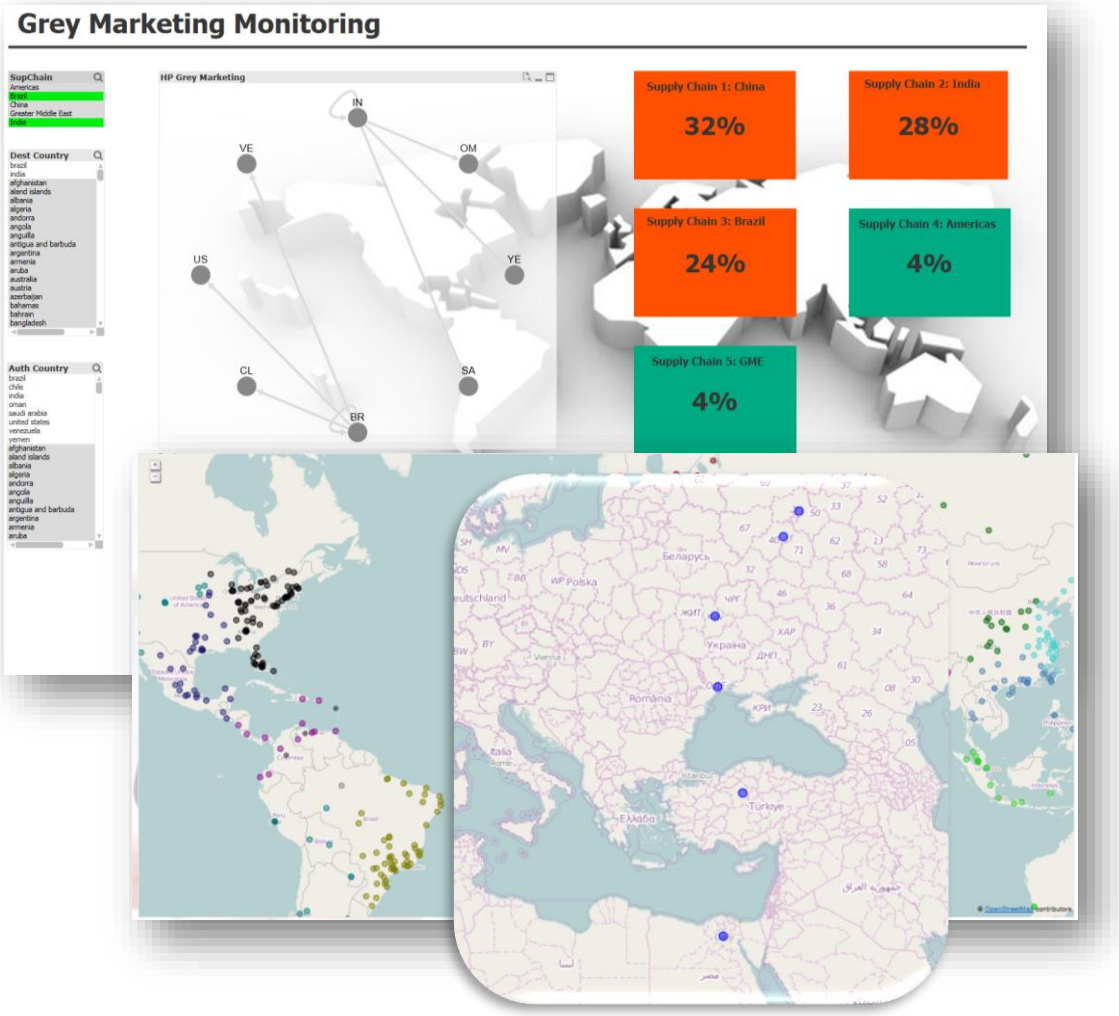
GPAS Business Analytics Use Case – Supply Chain Analytics



Grey Marketing

- Identify **significant changes** in grey market activity
- Identify the **root of the problem**
- Advanced: **Predict** the likelihood of a deal going grey

Anti-Counterfeit

- Identify **hot-spots** of counterfeit activity
- Identify related **groups** of counterfeit products & **illicit supply chains**

Other potential insights and applications of supply chain analytics include:

- Disaster recovery program management
- Ongoing supplier assessment program mgt,
- Day to day supply chain performance measurement and management

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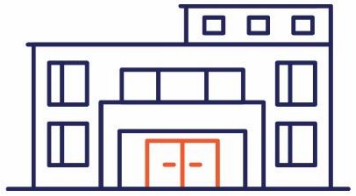
What's required in the plant?

- Register Serial Numbers when applied to product
- Add product attributes
- Aggregate into cases – Scanning
- Aggregate onto Pallets – Scanning
- Error Handling
- Integration

Challenges in the bottling plant

- Big Data Volumes – Data for every bottle. How many bottles per day do you bottle?
- Printing / Scanning speed. How many Bottles/minute
- Integration speed – Send all that data to the cloud
- Aggregation – making sure you get the serial numbers tracked to the right case labels



Integrate
Business Data

Streamline
Supply Chain

Track Materials,
Inventory and Products

Improve Performance

geoff@nukon.com.au

We exist to inspire teams and create transformational change by delivering the technology solution to realise your vision.

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