

A service built on customers' needs

Thomas Jeanblanc* discusses the Tiamia Services development strategy and how he wants to keep adjusting offers to customers' demands.

While the glass market is moving towards the Smart Factory implementation, glassmakers are still facing growing challenges in their plants.

More than ever they need to count on the highest level of performance from their equipment 24/7 and keep controlling their operating costs. They also must be very flexible by answering demands for more sophisticated articles and mixed production runs while still providing the highest level of quality. Plus, they have to achieve all their productivity targets while controlling their financial framework at the same time. This is why they need to feel they can count on their suppliers' support.

A modern strategy

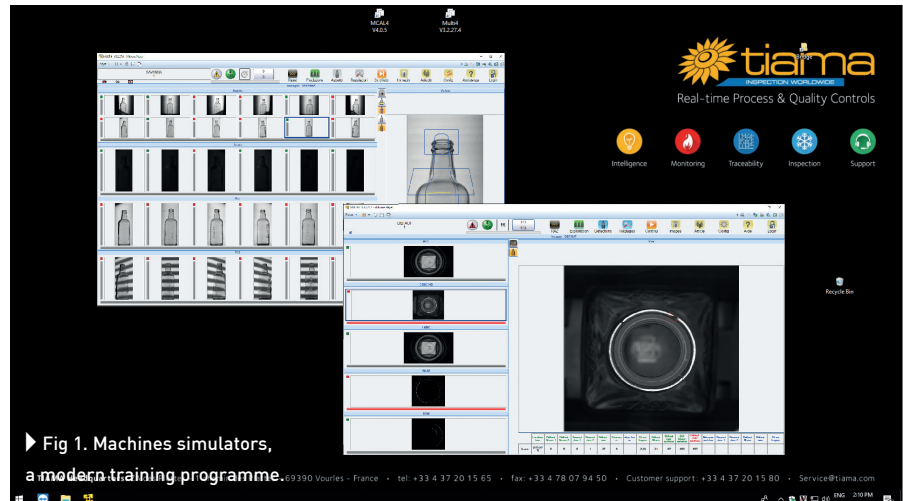
Tiamia can help glassmakers face their daily challenges by implementing a modern operating and support strategy and by acting on three key parameters:

1. Inspection performance optimisation: by improving machine settings to operate them to their full potential.
2. Reliable and continuous equipment running: with Tiamia guidance, support, training and the appropriate documents, customers will have tools to ensure continuous operation and minimal downtime in the event of an incident.
3. Job change optimisation: as the job change is always a key moment on a glassmaker's production line, Tiamia aims to optimise programmes to give the operator full control over parameters which will cut down time.

Thomas Jeanblanc states: "One of the more interesting parts of the service support is to highlight to our customers how a service contract can benefit them by drastically improving their indicators and profitability.

"For example, when we are able to reduce resorting by 30% on average in a plant, it corresponds to a saving of more than €300K.

"By improving customers' skills during



► Fig 1. Machines simulators, a modern training programme.

regular training, and with Tiamia's expertise and follow up, machines are fine-tuned which allows a decrease of false rejects of at least 0.1%.

"The impact for the customer is a saving of more than €150K. And it is not only about money. Our service contract allows customers to effectively reduce their customers' claims, which is an important part impacting their image."

Tiamia Service range

Tiamia benefits from a global coverage with more than 70 experts all dedicated to customer support activity covering 21 countries and working in 15 languages for a close relation with the customers and a better reactivity.

Its specialists are trained in fields such as electronics, optics and automatism.

As an international market player, Tiamia supports glassmakers with a full set of services to capitalise their initial investment in its equipment and minimise the cost of ownership. Together with such solutions as 24/7 hotlines, audits, maintenance programmes, ramp-up support, warranty extensions, article tests and spare parts stock management, the company decided to structure a solid training offer two years ago.

Machine simulators

Tiamia completed its machines' learning

programmes with modern alternatives. For example, glassmakers can acquire machine simulators and benefit from the possibility of practicing any time, anywhere and whenever required.

This new tool for customers has a realistic environment, as the glass plant can choose to work on its own pictures. User profiles are customised for multiple training possibilities and Tiamia can provide, on appointment, expert support.

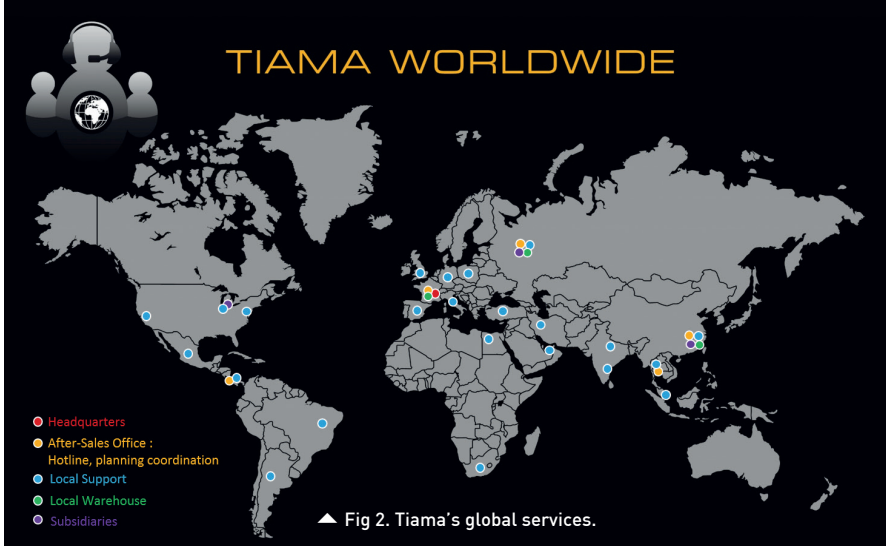
A machine simulator is a training tool that allows operators to work on practical exercises to train on settings for different detections. It is also an interesting tool for customers to optimise the production by testing settings on their real images without risking interfering on the current production. Once their results of settings are better than the current ones on the production line, they can then duplicate them on the ongoing production.

SPOCs

Another example of the training possibilities offered by Tiamia are the Small Private Online Courses (SPOCs), or the ability to benefit from video, online courses.

This knowledge consolidation tool, composed of five hours of videos spread across 28 courses, can be accessed 24/7,

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to an unlimited number of trainees for optimal use. Each video concludes with a knowledge validation quiz, in order to consolidate users' skills.

The company's strategy is to work alongside glassmakers to secure and improve their lifecycle costs and performance levels.

Service contracts

The service contracts are still satisfying the growing demand of customers. All the 2018 contracts have been renewed and for most of them, with more credit days planned for the year to come, it means that more than 1000 days will be sold this year.

At the end of January, Tiama had already signed 12 contracts with new customers convinced by the interest of the support that can be provided.

A service contract is created according to the Tiama fleet of machines in the customer's plant to determine the size of the contract with an adequate number of days.

Depending on the wishes of customers, we can make audits, provide expertise or simply take care of daily operations for our customers who want to concentrate on their core business. With our multiple service contracts around the world, we have been able to develop a solid experience of service to our customers

in the last few years. The main objective of this activity is to give our customers solutions to make the most of their investments in Tiama equipment.

If customers are interested in audits, the contract can start with a tailored audit to give him an overview of the plant situation based on strong expertise, with a technical audit to check in the state of Tiama machines, a performance audit to check machines settings and a knowledge audit to validate the team's expertise.

The objective is to build a strategy based on facts. The results of these audits will allow Tiama and the customers to prepare a specific action plan for the duration of the service contract.

At the end of the contract Tiama will evaluate the results of the contract and the progression of benefits and KPIs to give recommendations to the customer for the year to come.

Confident in achieving the goals set with the customers Tiama commits to the final results with a return on investment of eight months on average. ■

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