

# Building a 3D Geospatial World for Engineering and Asset Management

HP  
Eric Bradford  
Jeff Akers

## GLOBAL PRODUCT DATA INTEROPERABILITY **SUMMIT** 2015



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## Speaker BIOs

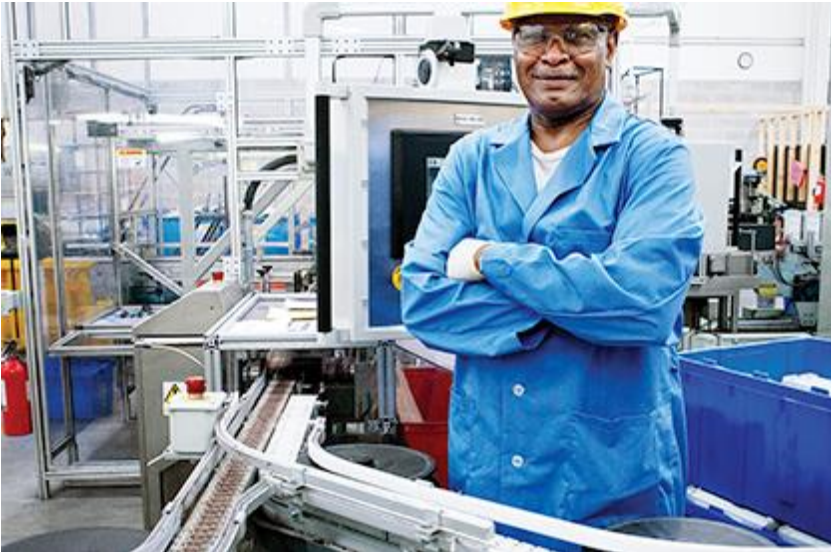
- **Eric Bradford**
  - Director, Manufacturing Industries – Hewlett-Packard
  - 27 years Manufacturing experience
  - Leader in creating solutions to address Manufacturing Business Challenges
- **Jeff Akers**
  - Chief Strategist, Manufacturing Industries – Hewlett-Packard
  - 25 years of leadership experience in solutions for manufacturing
  - Leader in “Internet of Things” business analytics and business intelligence

# DEFINITION OF ASSET:



AN “ASSET” IS ANY ITEM WHICH IS IMPORTANT TO THE BUSINESS

## Why is asset identification and management important?



- Lower costs and boost efficiency
- Meet new customer requirements



- Replace and upgrade old assets
- Gain competitive advantage



# Risks/failure to optimally manage assets



- Not knowing what you have
- Over and under maintenance
- Improper operation
- Improper risk management
- Sub-optimized financial management tied to assets and O&M

# Asset management benefits



- **Economic life vs. technical life of asset**
- **Flexible production needs**
- **Adapt asset management and maintenance activities**
- **Justification of health monitoring**
- **Define decision thresholds for indicators of degradation**

# Asset statistics

**20%**



cost savings from  
preventative maintenance.

**30%**



of organizations do not  
have clear understanding  
of what they have.

**64%**



of businesses conduct  
manual searches each day.

**4 Hrs**



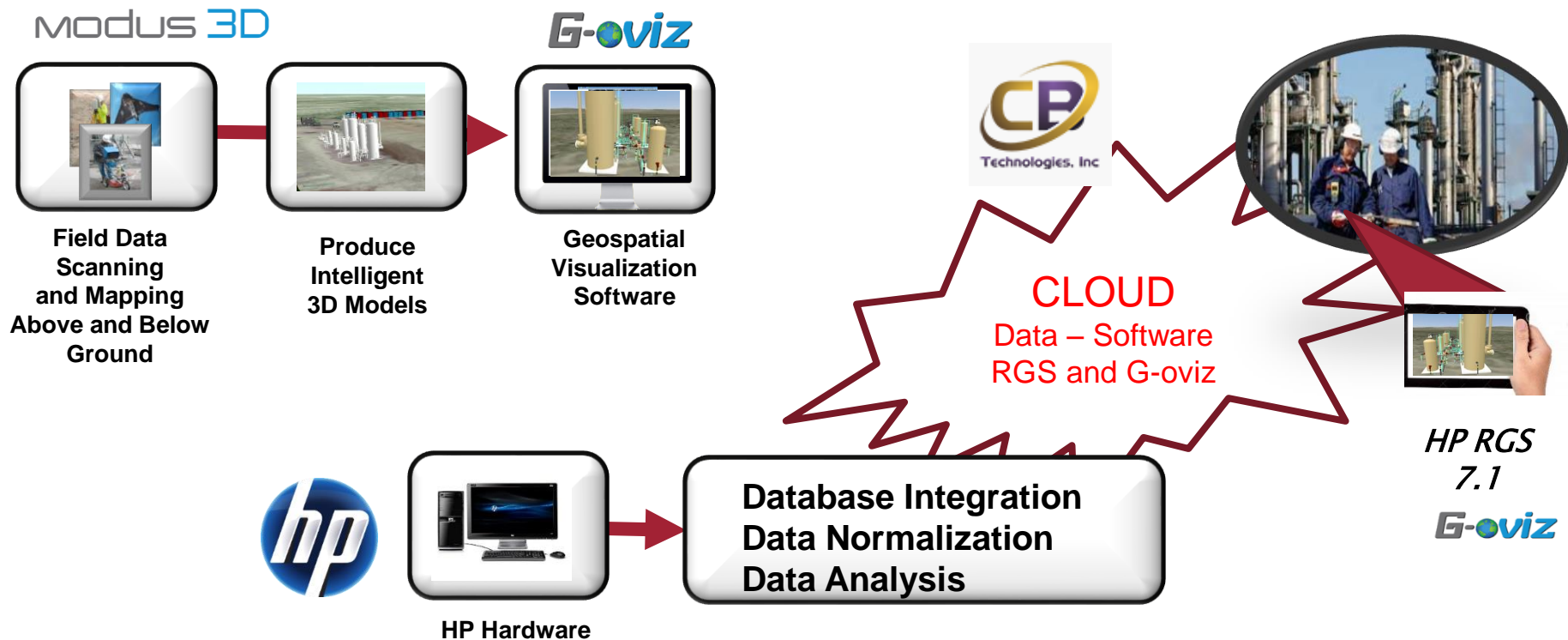
per week is saved on average  
with preventative maintenance.

**30  
Minutes**



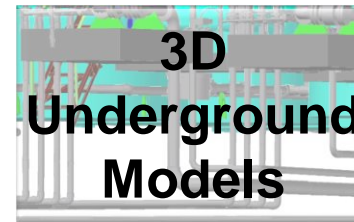
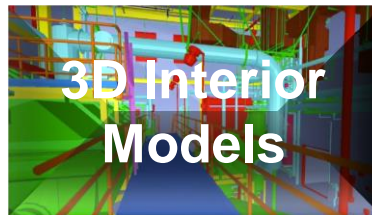
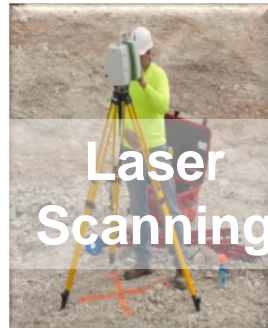
Typical time to locate  
missing asset.

# HP – CB Tech - Modus 3D Collaboration

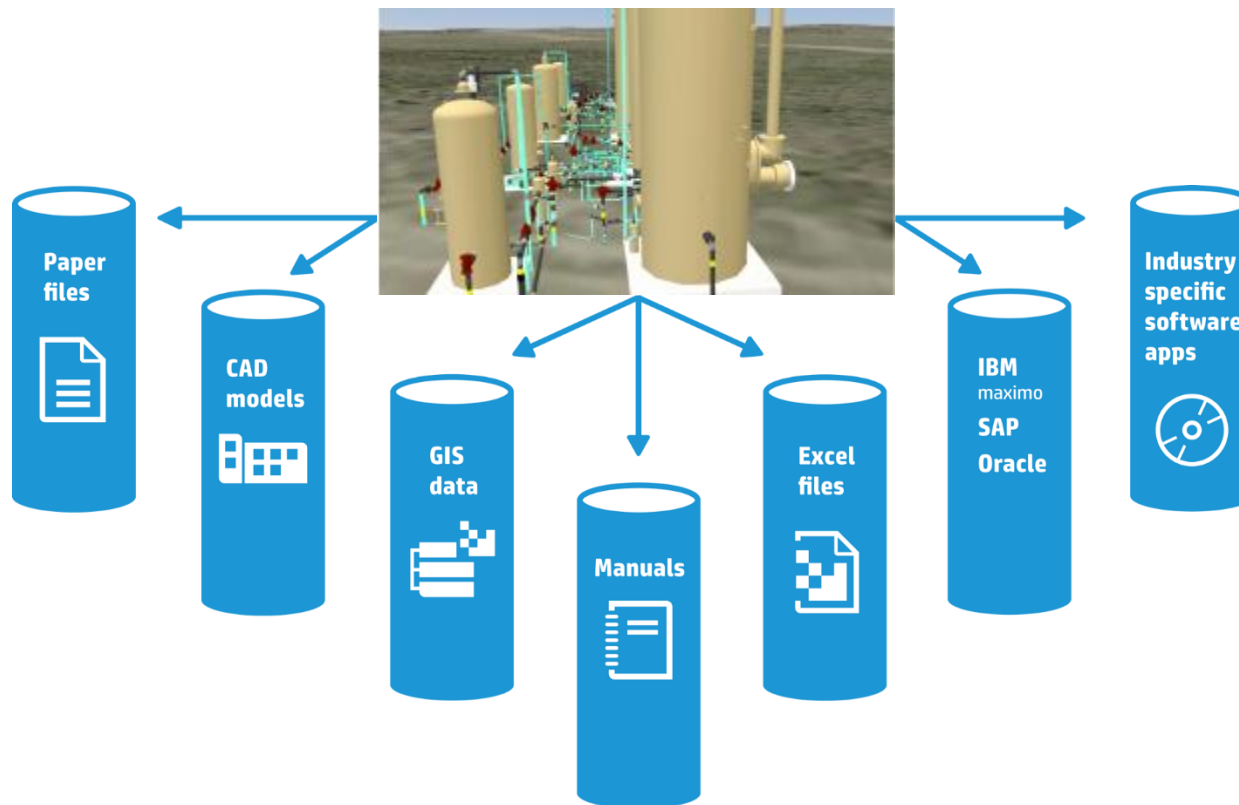




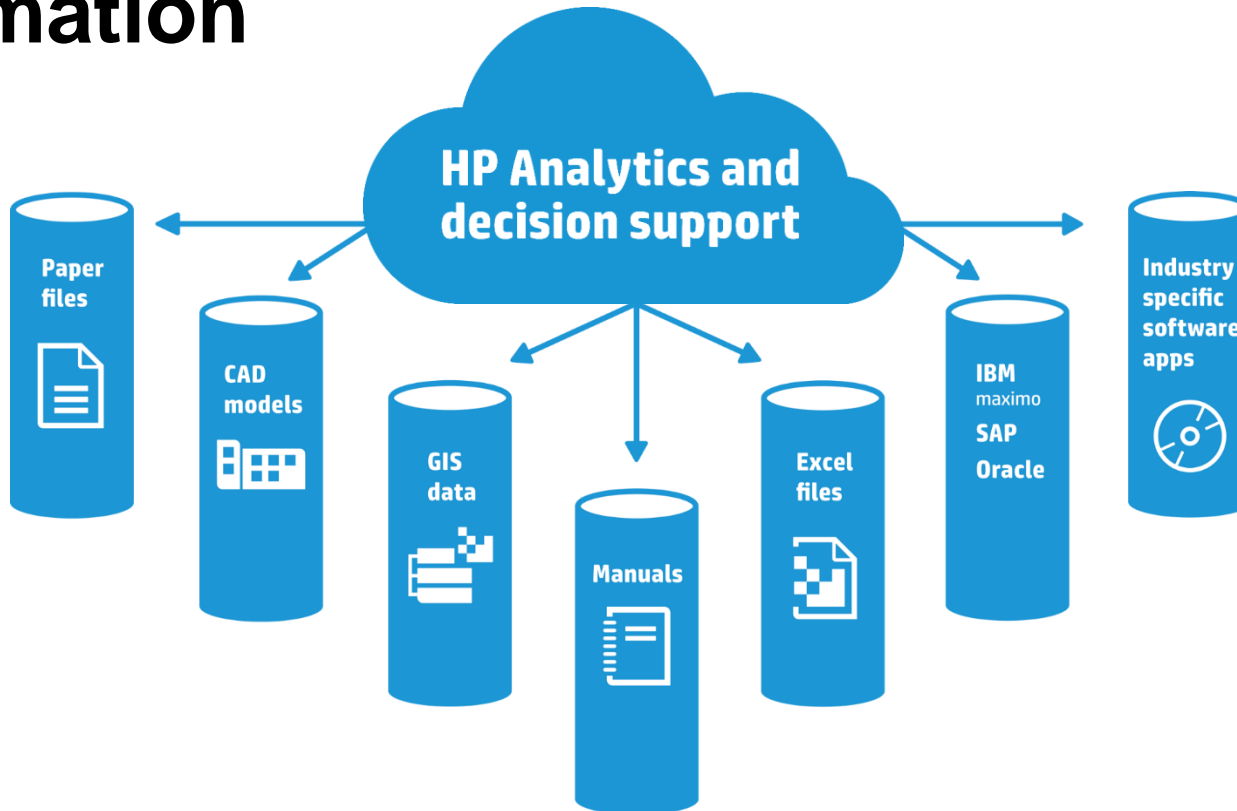
# Capturing Data



# Current data resource silo conditions



# Correlation of Data into Actionable Information



# Asset Management with HP

- **Capture accurate as-built**
- **Compare with existing data**
- **Lower costs and increase efficiency**
- **Gain competitive advantage**



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