Digital solutions for the food processing industry

Ian Roberts, Bühler CTO
Speakers

Hal Gurley
• Member of the Advisory Board of the Urs Bühler Innovation Fund
• Managing Director, Cisco Systems
• Was President and Founder of Automation Intelligence
• Born 1955, Swiss and American

Ian Roberts
• Chief Technology Officer and Member of the Executive Committee at Bühler
• European CTO 2016
• Held various positions at Nestlé
• Born 1970, British
digitalswitzerland
The first Swiss Digitalday
Digitization presents two options: Opportunity for radical shifts of business model and profit pools, or threat to lose market position.

**Today**
- Slow ramp up of digital business models and tools

**Tomorrow**
- Companies as digitally transformed players with new strategic options
- Companies negatively impacted by loss of customer interface, value share, limited strategic flexibility

**Tasks necessary for mitigation**
- Strategic analysis of disruptive market scenarios
- Change of culture, structure and processes
- Other (IT, security,...)

Thanks to Sven Siepen for sharing the slide. Source: Roland Berger
The cost of feeding the world today

- 24% of global GHG emissions is from agriculture
- 69% of total water usage come from agriculture
- 1/3 of global energy goes into food production from field to table
- 1/3 of all food produced is waste
Our Target for Sustainable Value Chains

30% less WASTE

30% less ENERGY USE
Sustainability
Nutrition
Food Safety
Sustainability
Collaboration and Digitalisation
Collaborative Innovation Model
To be the preferred partner in our industry

Strategic partnerships

Entrepreneurial employees
- 4’000 registered
- 2’000 voted
- 50 trained
- 2 new products and 2 services developed

Urs Bühler Innovation Fund

Integration of customers and suppliers

Global academic networks

Digital Media Day, Ian Roberts, CTO Bühler
Differentiation from old + new economy
We are providing customer services from 100 local service stations

- **eMonitoring**: Connecting with IoT Applications
- **eService**: Request Service technicians, Online Chat
- **eMaintenance**: Plan & organize maintenance jobs, Predictive Maintenance
- **eCommerce**: Spare & Wear parts, Single Machines
- **eDocumentation**: Machine information & documentation
- **eTraining**: WebBased Trainings, Training videos
Data driven services

Sensors
Automation
Internet of Things
Data Analytics
Business Models

Pillars of Bühler’s digitalization strategy
Multiple products are available with dashboards

Savings unlocked of over $500K per annum on energy and moisture for roasters

Real time uptime, energy, storage data for grain
TotalSense™

MOBILE RICE ANALYSER

LIGHT BOX
Presenting the sample in a suitable environment

SMARTPHONE + APP
Set up the analysis and review the results

CLOUD ANALYSIS
Classifies the grains into the classes of interest
Can we feed 9 billion people sustainably by 2050?

Agriculture  Storage  Transportation  Mill  Food processor  Retailer  Consumer

New technologies  New business models & entrepreneurs  Unprecedented transparency  Collaboration
Innovations for a better world.