Chapter XII

The Concept of Industrial IT in Customer Service

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ABSTRACT

Industrial IT is a new technology to integrate technical industrial processes with business processes. That secures the benefits of low cost and high speed at optimal quality. Industrial IT will also offer solutions to linking intra-company processes and help industry clusters serve their customers better.

INTRODUCTION

The aim of this chapter is to show how traditional industrial companies such as ABB can shift to being an IT concern. Collecting customer needs from several customer groups showed that IT could be used effectively to integrate a customer’s industrial and business processes. Integration can also be enacted between customer processes and its vendor and customer groups.

Industrial IT is the solution that has been developed as a general concept to connect processes within different types of industry. First, we present ABB, the company that has developed the main concept. The basic theory and system components of industrial IT will be documented and described. The benefits of integration can be shown in theory and demonstrated by example. Finally, we point out some development and discussion activities that will be needed in the near future, in order to utilize industrial IT more effectively as a common business solution.

This presentation widens industrial IT target groups and so supports industrial society with an expandable, general IT solution that is an open standard system.
ABB AS A GLOBAL COMPANY

ABB (formerly known as Asea Brown Boveri) is a global leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. ABB has approximately 157,000 employees in more than 100 countries.

ABB’s seven core businesses are: utilities customers; process industries customers; manufacturing and consumer industries customers; financial segment customers; oil, gas and petrochemicals customers; power technology products; and automation technology products and financial services. The organization structure is derived from ABB customers’ viewpoints.

ABB strategy is to offer more value for customers while building a leaner organization. To do this, the company must know its customers well, and in turn help them become more productive. ABB succeeds when its customers succeed. ABB fulfills its commitment to sustainable development by developing and supplying eco-efficient products and systems, sharing state-of-the-art technologies with emerging markets, contributing to common efforts and by continuously improving its own sustainability performance (ABB Copyright, 2002).

DEFINITION OF INDUSTRIAL IT

Industrial IT in General

Industrial IT is a registered trademark of International ABB Corporation and an architecture for seamless linking of multiple applications and systems in real-time. This could include, for example, process automation, asset optimization and collaborative business processes. It supports application reuse for higher quality and lower engineering costs, and simpler operation, maintenance and training. It includes functionality ranging from field devices to business systems, focused on supporting decisions and improving customer productivity and asset utilization, from the first phases of design through installation, commissioning, operation, maintenance and asset optimization.

The two central themes in industrial IT are information availability and information integration. This means that information must be available in the right place at the right time, independent of where it comes from. It must be possible to integrate seamlessly the right information from any combination of sources.

Industrial IT Aspect System

A well-known problem in plant operations, as well as in asset lifecycle management, is that you need a way to keep together, manage and have access to information about all the different aspects of a great number of, e.g., plant and
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www.igi-global.com/chapter/attitudes-toward-careers-sales-differ/74552?camid=4v1a