



## Case Study

# Success story 3d Signals & ROTHENBERGER Group

## ROTHENBERGER secure an unplanned €4M PO thanks to the 3d Signals Asset Performance Monitoring system

### A world leading manufacturer

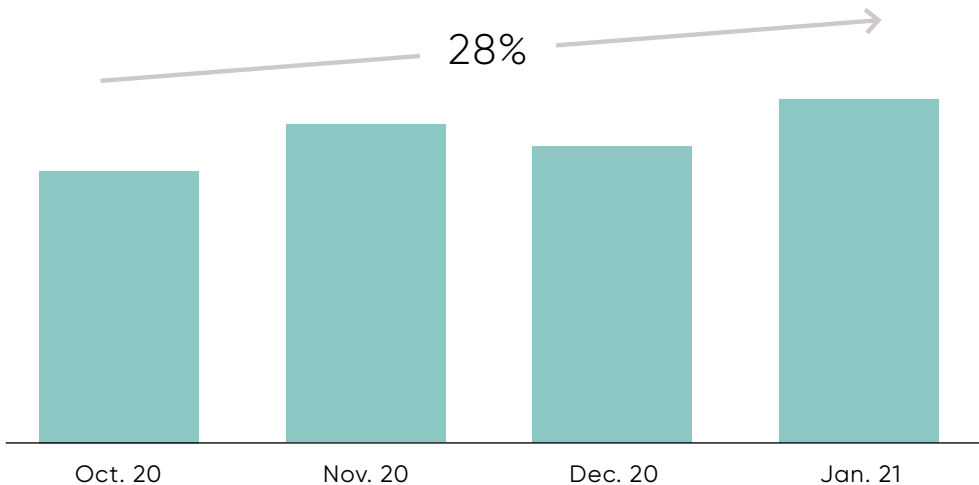
The ROTHENBERGER Group is a world leading pipe tool and pipe machining tool manufacturer, offering end-to-end solutions for pipe installation and associated services and maintenance work. The ROTHENBERGER Group unites 65 companies.

The ROTHENBERGER Group is committed to innovation and a forward-thinking approach aligned with their convictions and entrepreneurial spirit carved on their banner.

### Accelerated transition to the Industry 4.0 era

Before introducing the 3d Signals Asset Performance Monitoring (APM) solution, ROTHENBERGER monitored their assets with traditional tower lights and 24V controls provided by the machine vendors. As part of their transition to the industry 4.0 era, ROTHENBERGER looked for a solution that would enable accurate visibility and full transparency into the production floor.

The 3d Signals APM solution was chosen and gradually installed on selected critical assets as of August 2020. With the use of 3d Signals, ROTHENBERGER now has reliable and trustworthy visibility, providing them with accurate and real-time status of machine availability across their factories. Unlike their previous solution, 3d Signals highlighted major gaps in productivity, where once identified, such gaps were addressed and resolved through data-driven decision making. This resulted in an average machine availability increase of 28% within four months of installation.



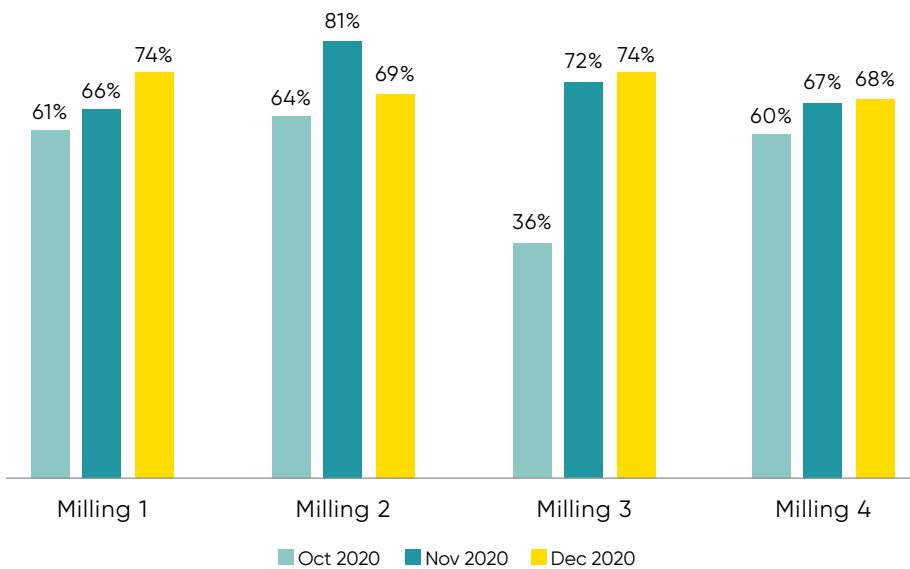
**Fig. 1**  
CNC & Milling Machine Availability,  
October 2020–January 2021

## Securing an unplanned €4M PO

The newly acquired visibility revealed an enormous unutilized manufacturing potential at ROTHENBERGER. When a customer placed a random purchase order, the decision to proceed was made easy for Thomas Bamberger, ROTHENBERGER, Global Director of Operations and a well-experienced manager in production management.

Mr. Bamberger examined the 3d Signals reports of the milling machines and concluded, that they can meet the new PO requirements and lead time. This is made possible just by reducing idle downtime, with his existing resources. By taking this calculated and data-driven decision, Mr. Bamberger enabled ROTHENBERGER to maximize its utilization of existing resources and increase company turnover by €4M.

**Fig. 2**  
Milling machines show a consistent trend of availability improvement during October - December 2020.



"The enhanced visibility and productivity enabled by the 3d Signals digitalization solution allowed us to proceed with an unplanned €4M PO during Q4/2020, which would not have been possible otherwise."

**Thomas Bamberger,**  
Director Global  
Operations



## ABOUT US

Founded **October 2015**

**\$28M Raised** to date

**3 awarded/pending patents**

Our investors:



**DIVE**digital

**SOMV**

**MERCURA**  
CAPITAL GmbH

**Vintage** Investment Partners

Top 100 Europe  
Award winner



2020 Technology  
Pioneers



Members of the  
**Open Industry 4.0 Alliance**

