

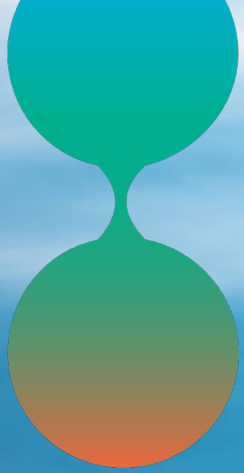


**Troy Ness**

Manufacturing Technology  
Engineer

SeeQ®

connect



# Navigating a Grassroots Deployment Strategy

Troy Ness

Senior Manufacturing Technology Specialist  
Global Manufacturing Technology  
3M Company



connect



# Our purpose

Why 3M exists

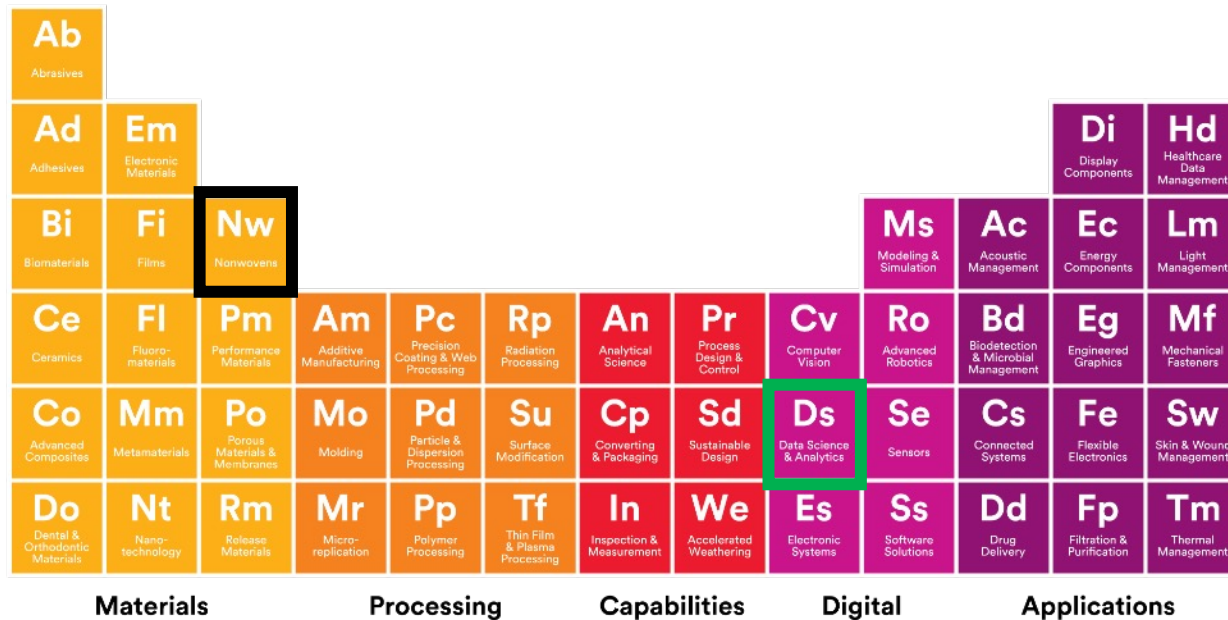
Unlock the power of people, ideas,  
and science to reimagine what's  
possible





## 3M Technology Platforms

Innovative technologies, unique applications deliver for customers



Nw

Nonwovens

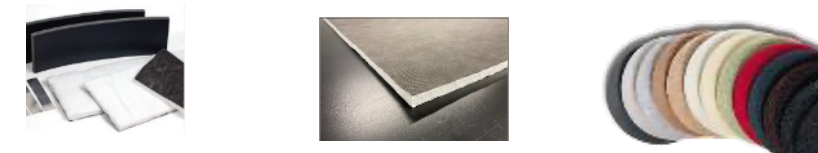
Safety & Industrial

Protecting workers and insulating from sound and heat



Transportation & Electronics

Automotive acoustic insulation and commercial cleaning solutions

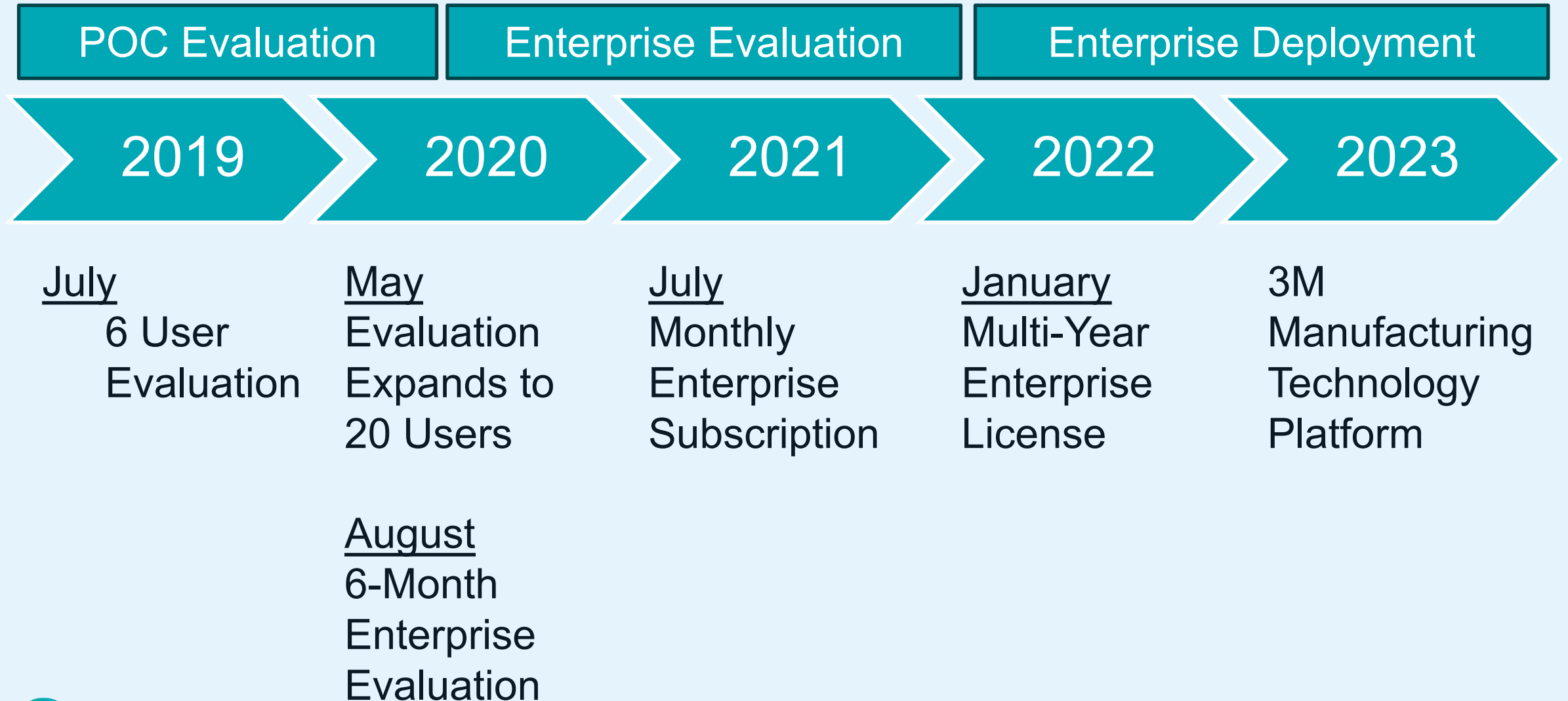


Consumer

Improving air quality and cleaning homes



# Our Journey



# Two Mountains To Climb

## Management

- Does Seeq deliver a measurable return on investment?
- Is there really a problem?
- Who will pay for this?

## Technical

- Is it worth my time to learn Seeq?
- I have my tools.
- Not my idea.
- Just another tool.

"Troy, why are we doing this?"

*-From a former skeptic, now converted power user of Seeq*



# Six Strategies to Gain Acceptance



Define the problem



Bring data



Understand your culture



Keep the focus



Speak the language



Be persistent

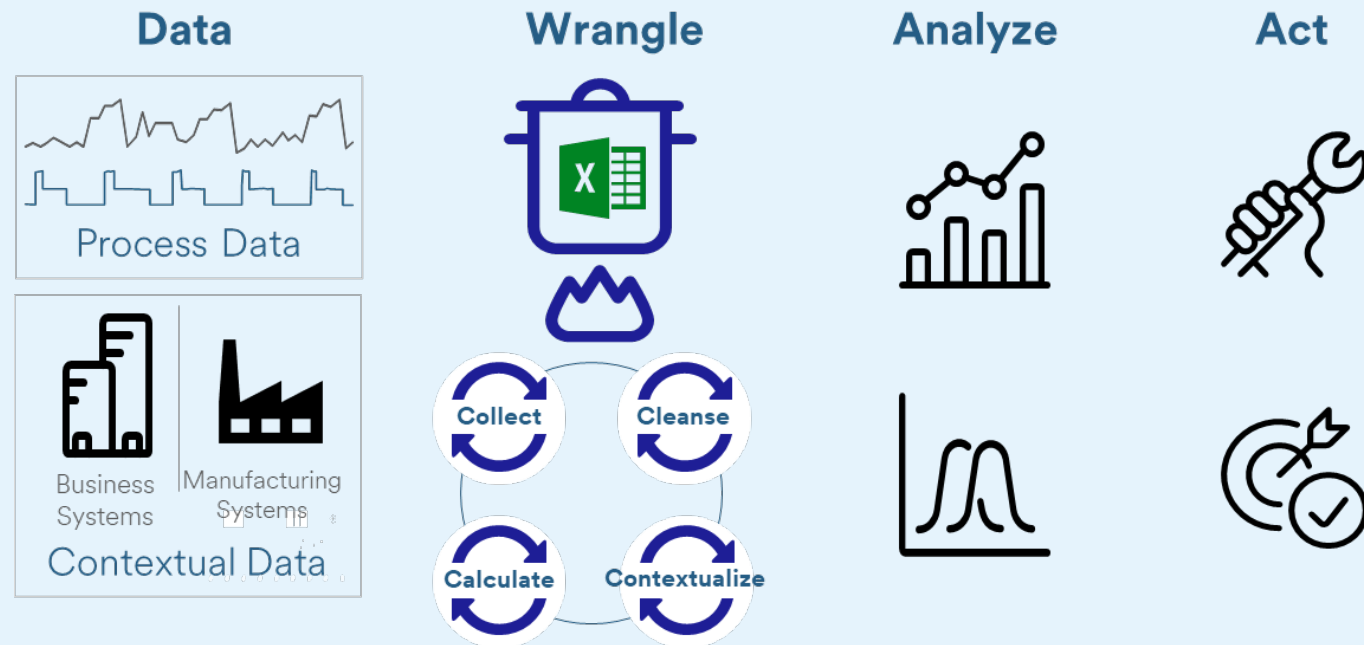


# Define the Problem



“The absence of use of data, or using inefficient data systems, drains time from multiple resources - supervisors, mechanics, engineers. And the cost of machine parts and/or resources is iterative as the speculative solution rarely identifies the correct problem the first time. **We need to use data better.**”

– *An Experienced 3M Process Engineer*





# Understand the Culture



Understand



- Corporate culture
- Incentive structures

Find a partner



- Varied experiences
- Personal connections

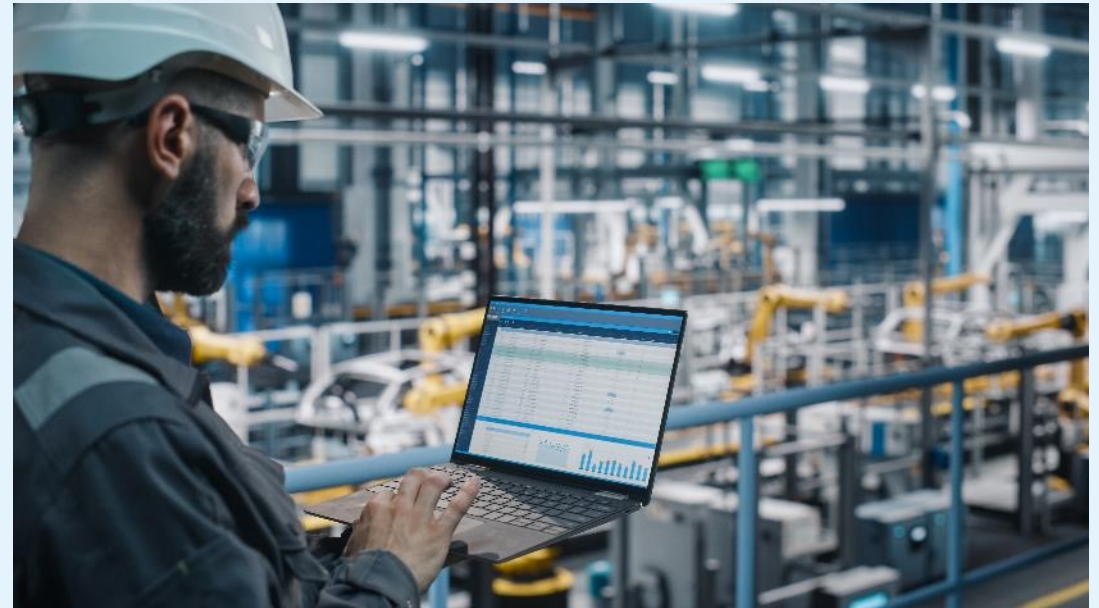
Don't assume



- Management will understand/value data analytics
- Data-driven engineers will be interested
- Plant OT will be supportive



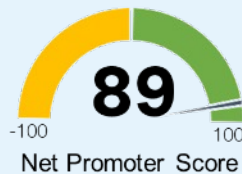
# Speak the language



# Bring Data

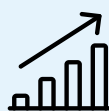


User Survey



Value Case

Challenge – Solution – Result



Usage Data



Reported Time Savings



Analysis Time Study

	Current Approach			Seeq
Analysis Time	6h	11h	16h	2h
% Completed	10%	43%	100%	100%



# Keep the Focus



Problem – What is Seeq solving?



Benefits



Don't compare unless being compared.



It is not about the software; it is about efficient data analysis.





# Be Persistent



Be committed



Be willing to ride to the end of the line.

Remember, sometimes EAFP is better than LBYL



EAFP = **Easier To Ask Forgiveness Than Permission**



LBYL = **Look Before You Leap**



# To Review ...



Define the problem



Bring data



Understand your culture



Keep the focus



Speak the language



Be persistent



# Where we are and where we're going.

## Current State

- Seeq is a component of our process data analytics technology platform.
- From six users to hundreds of users

## Next Steps

- Connecting sites
- Expanding user base
- Leverage Seeq with other custom and 3<sup>rd</sup> party solutions.
- Continue to deliver benefits





# Questions?