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Cameron Cox

International Paper

One Analysis Foundation, Two Reporting Outcomes: Insight Boards and Agent Builder Reports

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International Paper

Global leader in sustainable packaging solutions

400+ facilities

~ 37,000 Employees

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Storytelling at IP

Shifting from data movement and manual reporting to scalable, context-driven insight delivery

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Background

Where we were

Reporting required data movement across Power BI, Organzier, and Datalab	Visual storytelling often lived outside the core analysis workflow

Opportunity

Use the same trusted analyses	Deliver insights directly, consistently, and with context	Support different audiences without duplicating effort

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Agent Q

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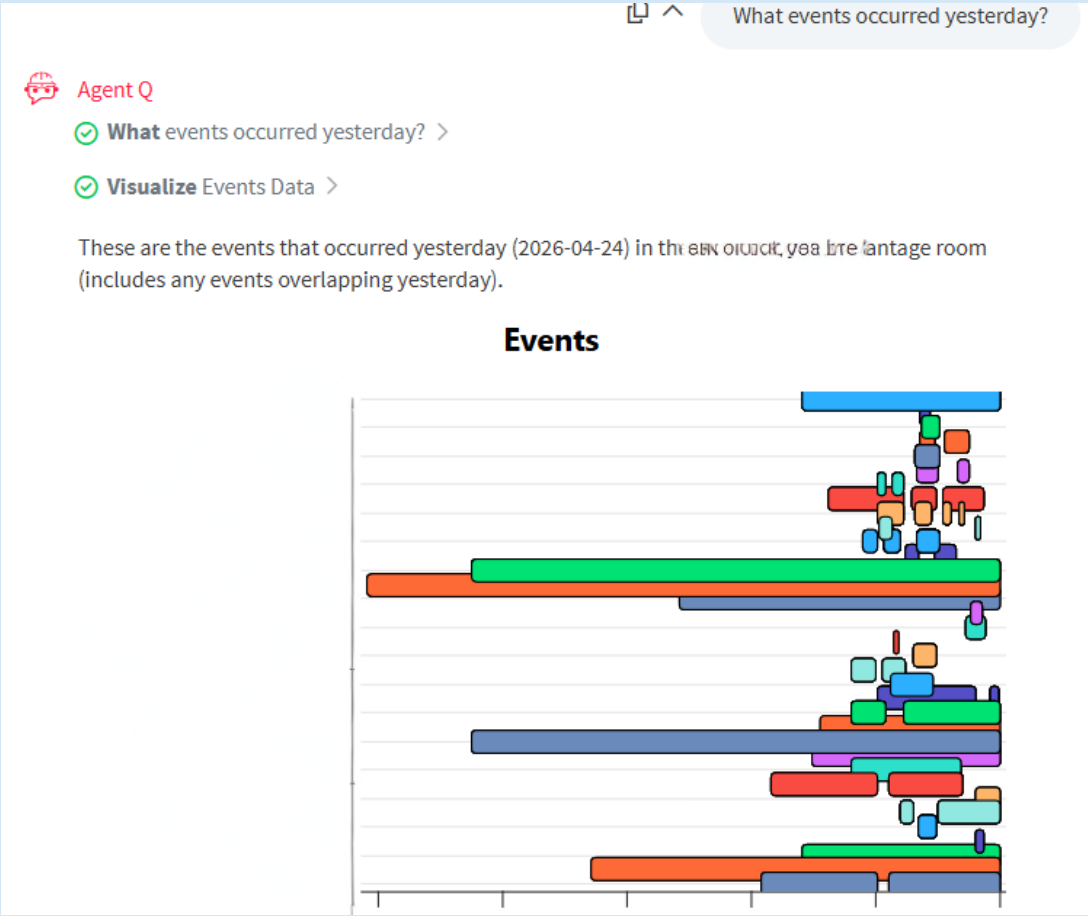
Early Exploration with Agent Q

- **Fast Insight Generation**
  Natural language prompts enabled rapid creation of signals and visuals

- **Understanding What Matters**
  Helped identify useful KPIs, behaviors, and conditions worth monitoring

- **Shaping Reporting Concepts**
  Served as a discovery tool to understand *what questions reporting should answer*



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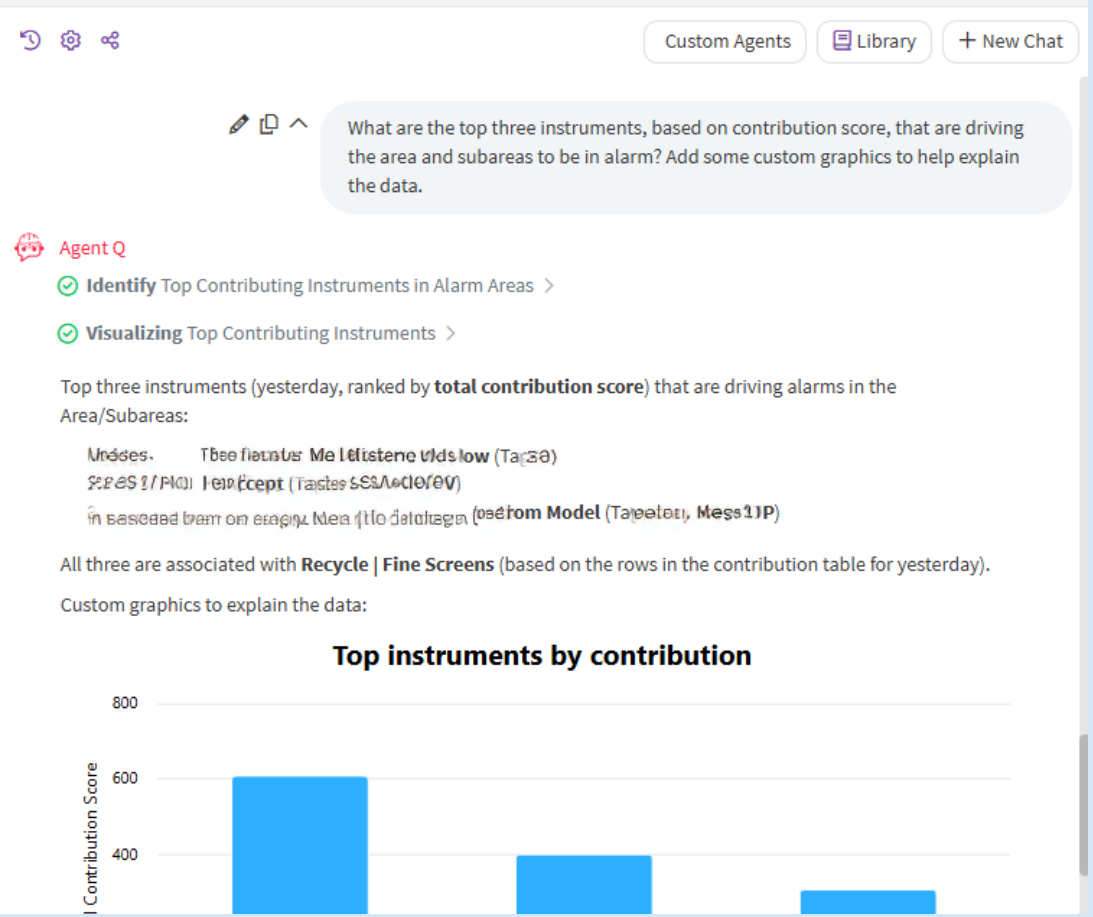
Where Agent Q Fits Best



- “Through the use of Agent Q, I have been able to find the root of less controlled signals by letting it correlate the responses, considering cascade delays. Think fast paced RCA type feedback.” - **Process Engineer at Mill**

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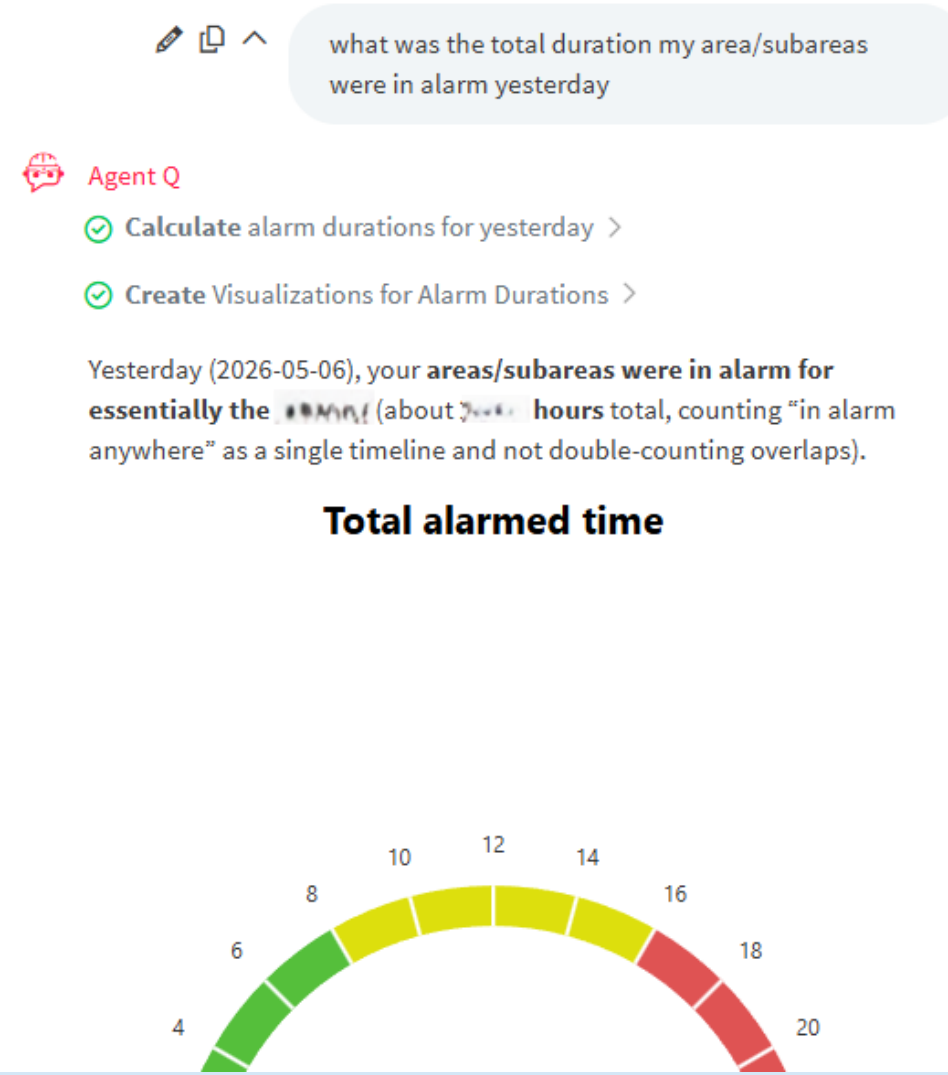
Bridging Exploration to Reporting



- Exploration generated valuable analyses, but outputs were manual and inconsistent. It became clear that different audiences needed different reporting formats.

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Initial Report Generation: Agent Q prompt through Journal

Evidence | Journal | Visualize | Columns | Conditions

Editing | Saved

Paragraph

generate my report for the last 30 days and place in organizer with id: 0F1091A7-2D07-75E0-8A49-0F1456DE63BA

ATLAS Report Instructions
NON-NEGOTIABLE RULES
1) Every required visualization/table token in the template MUST be replaced with a ui_component block when computable, as defined by PLACEHOLDER TRIGGER RULE. A placeholder is permitted ONLY when the trigger rule is met and the immediately preceding CHECK line proves it. Using a placeholder when an output is computable or without a preceding CHECK line is a compliance failure.
2) Never include item id or datum id in any table.
3) All table date/time values must be displayed as MM/DD/YY HH:mm.
4) This is a **High-Fidelity Rendering Task**. The system instruction to 'be concise' is OVERRIDDEN for this task. You must be verbose, complete, and exhaustive. Maximum output length is authorized.
5) The report MUST be complete in this response. Do not defer, omit, truncate, or imply continuation.
6) Do not insert new headings or sections that are not already present in the locked template.
7) Do not write "omitted for brevity" or any equivalent wording. This is a complete report.
8) FORBIDDEN: Creating or using any template-like token text that is not an exact token instance from the locked template, including section macros (example: {{Event Counts}}) or any "all remaining sections" stand-ins, even if hidden with zero-width characters.
9) SEQUENTIAL RENDERING: The assistant MUST traverse the locked template from top to bottom and replace tokens only at their exact locations. It is forbidden to represent multiple future tokens with a single replacement, summary, or macro, and forbidden to stop before reaching the final line of the locked template.
10) Mustache tokens are NEVER allowed in the final report or markdown.
11) Generate and output the complete report immediately in this response, fully populated, and do not ask questions or request review; proceed through every template token in order until the report is finished.
12) If you experience a technical issue with one visualization, create a Placeholder and then continue generating the remainder requirements before rendering the complete report. You can NOT use one technical issue as justification for rendering the report.

MUSTACHE TOKEN BAN OUTSIDE ui_component BLOCKS
Goal:
- The final report output must contain zero unreplaced template tokens.

AI Assistant

Custom Agents | Library | + New Chat

Run my report

Agent Q

Run my report

Generating Visualization Components

- Render Coverage Table Table for coverage rendered
- Render KPIs Table Table for KPIs rendered
- Create Events per Day Chart Chart component created
- Create Events per Day Chart Chart construction successful
- Render Events Table Table rendered successfully
- Creating Events by Area Bar Chart Chart syntax constructed successfully
- Creating Duration Bar Chart Bar chart for duration by area created
- Create Bar Chart for Alarm Counts Bar chart for alarm count by area created
- Render Area Summary Table Table 'Area Summary' generated successfully
- Create Alarm Count DataFrame DataFrame for alarm counts by subarea prepared

Add context

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Agent Builder

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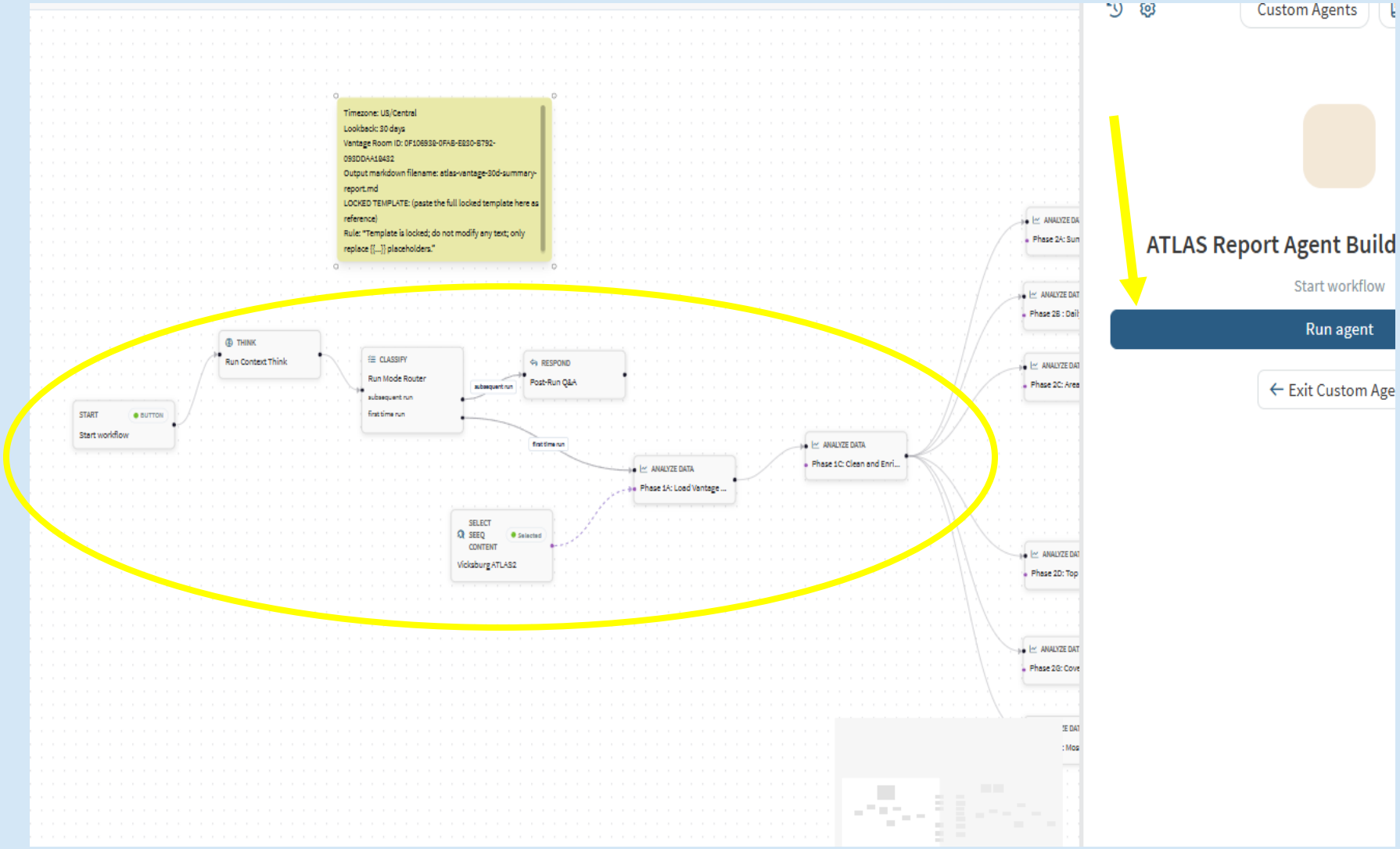
Custom Agent: Toward Automated Reporting

Automating the Thinking
Multi-step logic to run analyses and assemble outputs automatically

From Analysis to Output
Agents could *do the work* and generate reporting artifacts

Key Learning
Reliable reporting depends on repeatable execution paths and clear intent



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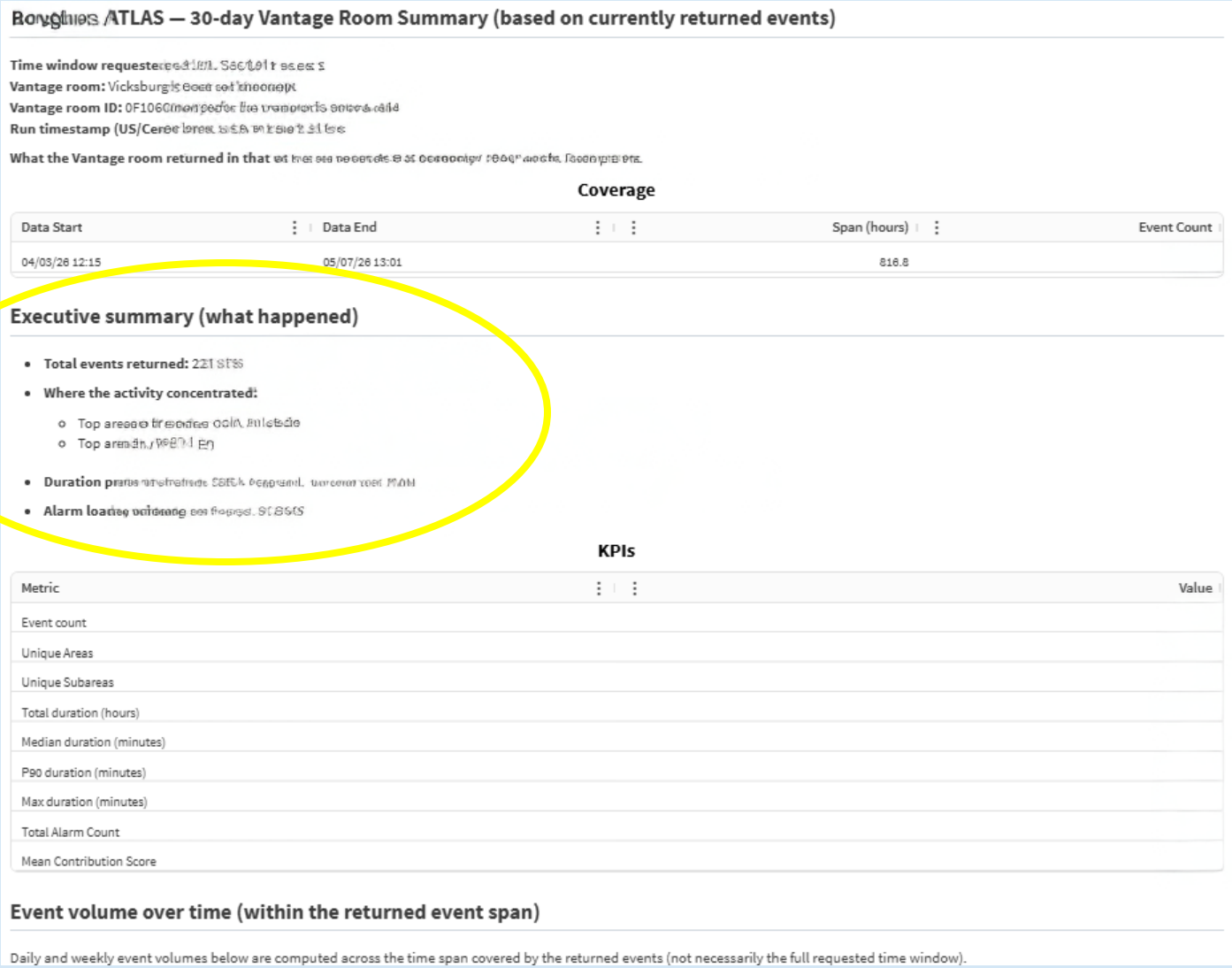
Agent Builder Reports: Mill-Level Focus

- Designed for mill-level questions
- Built from Workbench or Vantage analyses
- Automated, multi-step execution
- Outputs delivered to organizers and leaders to support prioritization



Roughness ATLAS — 30-day Vantage Room Summary (based on currently returned events)

Time window requested:
Vantage room:
Vantage room ID:
Run timestamp (US/Central):

What the Vantage room returned in that

Coverage

Data Start	Data End	Span (hours)	Event Count
04/03/26 12:15	05/07/26 13:01	816.8	

Executive summary (what happened)

- **Total events returned:**
- **Where the activity concentrated:**
  - Top areas
  - Top areas
- **Duration**
- **Alarm loading**

KPIs

Metric	Value
Event count	
Unique Areas	
Unique Subareas	
Total duration (hours)	
Median duration (minutes)	
P90 duration (minutes)	
Max duration (minutes)	
Total Alarm Count	
Mean Contribution Score	

Event volume over time (within the returned event span)

Daily and weekly event volumes below are computed across the time span covered by the returned events (not necessarily the full requested time window).

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Insight Boards

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Insight Boards: Operational Visibility

- **Answering Daily Questions**
  How am I performing? What's happening right now? Where should I look?

- **Designed for Continuous Awareness**
  Built to detect: Outliers and anomalies
  - KPIs drifting over time
  - Urgency and emerging issues

- **Stable, Trusted Views**
  Fixed layouts and saved visuals provide consistent day-to-day interpretation or the ability to generate quick graphics for one off meetings

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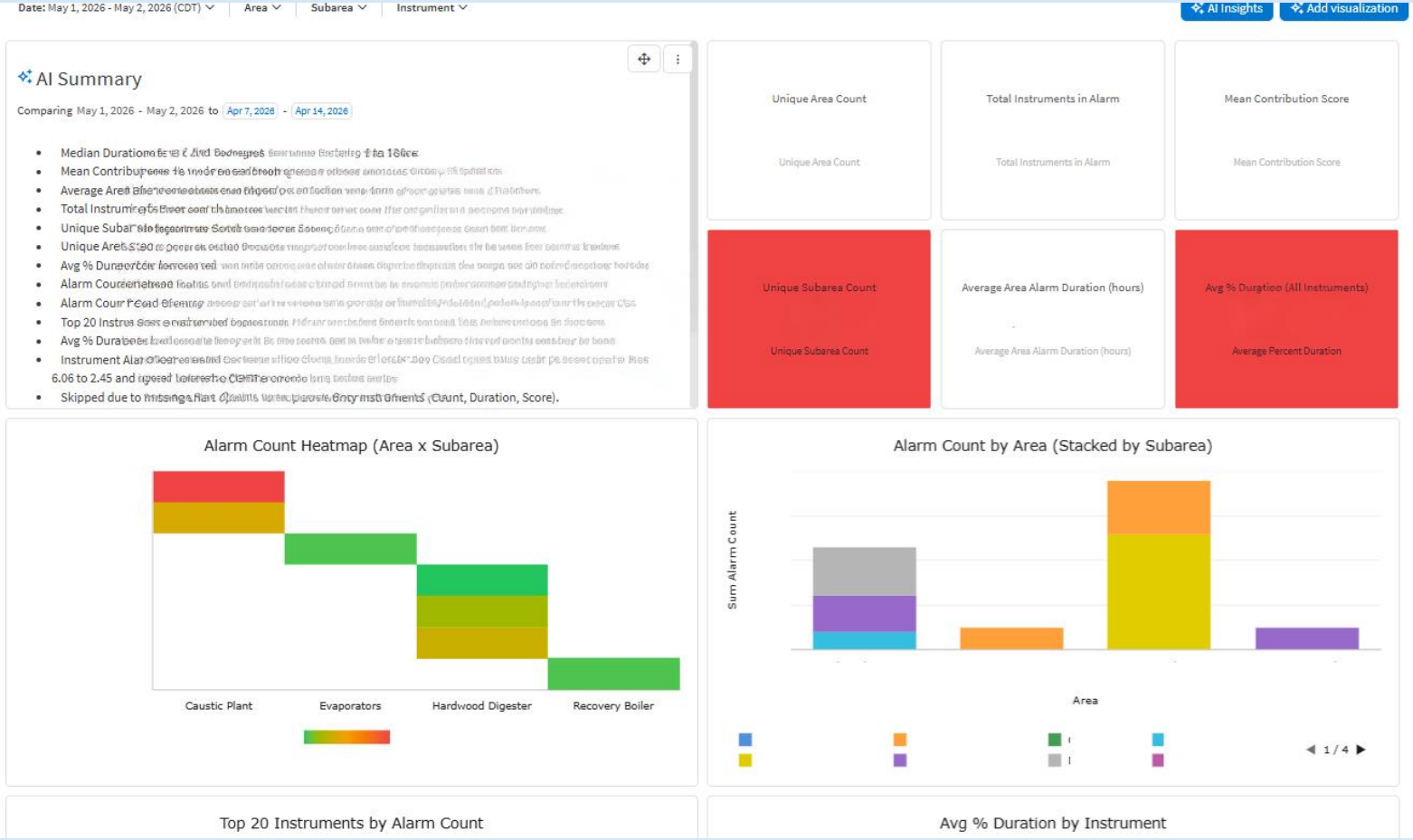
Insight Boards in Practice

Daily Operational View
Used as a standing view of current process conditions during daily reviews

Consistent Context Across Users
The same metrics and visuals are seen each day, reducing re-interpretation

Highlights What Deserves Attention
Makes it easier to spot outliers, drift, and emerging issues worth investigating

Supports “Where Do I Look?”
Provides direction without prescribing root cause or corrective action



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Sheet Break Example Workflow

Delete | Archive | Report | Move | Flag | Mark Unread | Sync | Block | Salesforce | ...

EventAgent Sheetbreak RCA evidence packet - [redacted]PM2 - 2026-05-18 16:17:40 CDT

SA

Seeq Alerts <alerts@seeq.com>

To: Emilio Conde

Today at 8:50 PM

[redacted]_PM2_sheet... 322.4 KB

Download · Preview

SEEQ EVENTAGENT

Sheetbreak evidence packet ready

AI-augmented evidence assembly for manufacturing review

EVENT

[redacted] PM2 sheetbreak

2026-05-18 16:17:40 CDT

OPERATING READ

press / felt / vacuum

Top contributor: PRESS STEAM BOX FLW

The packet has been assembled with event timing, grade context, registered-centerline evidence, ranked contributors, falsifiers, and direct links into Seeq surfaces.

The analytics are deterministic: the same inputs produce the same outputs. The interpretation is review-ready evidence, not a root-cause conclusion.

GOOD-RUN COVERAGE	GRADE	RANKED WITH DATA
100%	[redacted]	83/84

Ranked contributors

Contributor	System	CL z	Out of band	Pattern
PRESS STEAM BOX FLW	press / felt / vacuum	-14.61	100%	chronic with acute movement
QUADVAC COMPART 2	general process movement	-10.4	12%	acute pre-event movement
SUCTION PICKUP VAC	press / felt / vacuum	3.92	14%	acute pre-event movement
PM2 CD High Res Moist Spread	general process movement	3.17	81%	chronic out-of-centerline

Open the evidence

Open PDF packet | Open Workbench + Journal | View source files in Data Lab | Open Vantage event context | Open Insight Board

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Putting it Together

	Agent Q	Insight Boards	Agent Builder (Reports)
Primary Role	Exploration & discovery	Operational visibility	Mill / system-level focus
Core Strength	Rapid, flexible insight generation using natural language	Stable, trusted views for continuous awareness	Automated, repeatable multi-step analysis and reporting
Best Value	Helps uncover patterns and define what matters	Highlights outliers, drift, and emerging issues	Summarizes performance and directs leadership attention
➡️ **Use When…**	**You're investigating or learning what questions should be asked**	**You need to know what's happening now, consistently across teams**	**You need reliable, automated summaries to guide where to focus**

Same data, different storytelling – the value comes from matching the tool to the question.

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Next Steps

- **Leverage IP's Insight Boards Lighthouse Role**
  Start using Insight Boards in daily mill workflows to validate value, identify gaps, and demonstrate operational impact.
- **Capture and Apply Mill Feedback**
  Gather structured feedback on Insight Boards (operational visibility) and Agent Builder reports and workflows (prioritization and summary).
- **Share lighthouse learnings with Seeq to help refine Insight Boards and Agent Builder**

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Thank you! Questions?

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