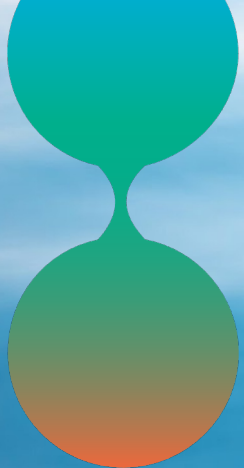Fariha Imami
Manufacturing Intelligence Project Leader

AI Trailblazer

Seeq   conneqt

Plan, Learn, Adapt – Rollout Strategies for a Diverse Organization

Fariha Imami – PQ

Project Leader: Manufacturing Intelligence

Who We Are?

PQ

Origins from UK 1815 and US 1831

~$800 million

1,400+ professionals

32 sites in 15 countries

25 product lines: Silicates, silicas and zeolites

13 end markets

Manufacturing • R&D • Offices

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No One Site is the Same!

CHALLENGE

Lean organization
Each site is different: skill sets, maturity of data historian, resources

SOLUTION

Customize deployment: updating process as we grow and learn

RESULTS

Each deployment is better than the last; building momentum within organization; **Personnel trained: 2 in first deployment vs. 41 in latest**

Takeaways from the Talk

Don't wait for perfection

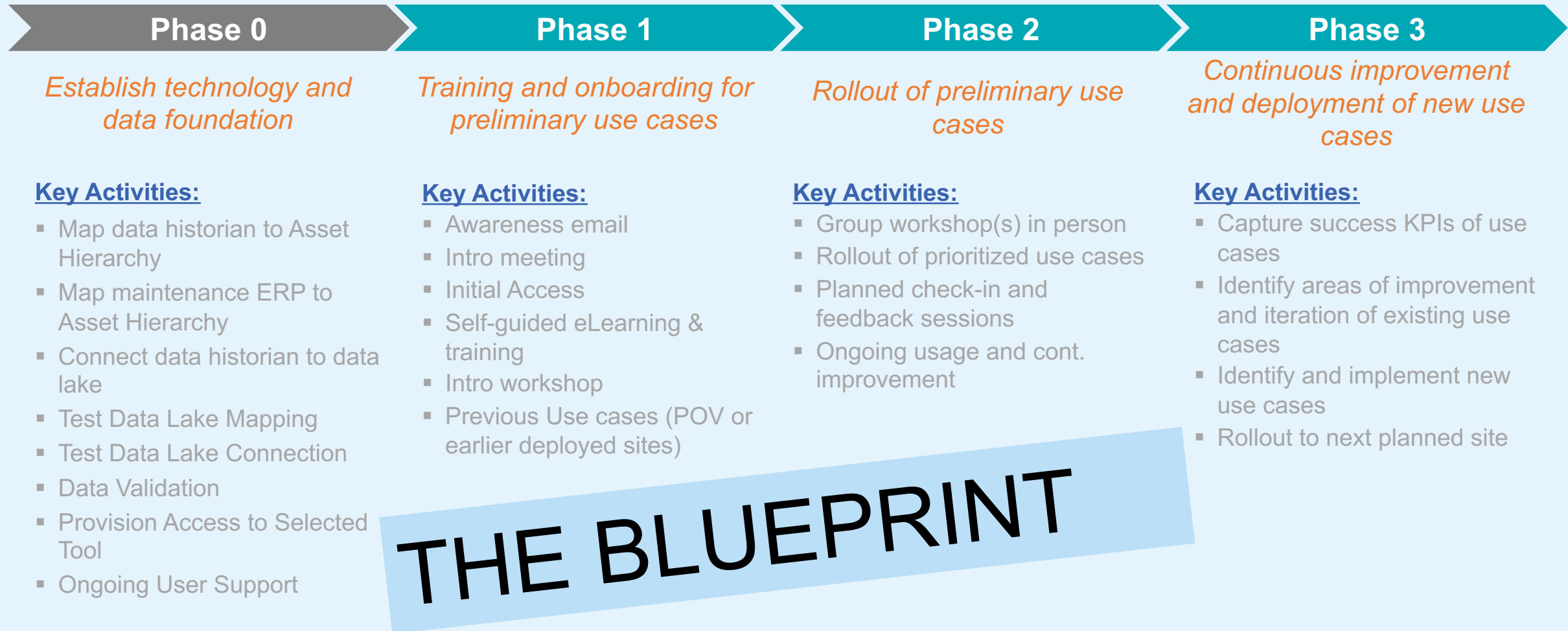Let use cases drive data needs

Early partner/site engagement

Be agile

The Initial MASTER Plan

PQ

Phase 0	Phase 1	Phase 2	Phase 3

Establish technology and data foundation

Training and onboarding for preliminary use cases

Rollout of preliminary use cases

Continuous improvement and deployment of new use cases

Key Activities:
- Map data historian to Asset Hierarchy
- Map maintenance ERP to Asset Hierarchy
- Connect data historian to data lake
- Test Data Lake Mapping
- Test Data Lake Connection
- Data Validation
- Provision Access to Selected Tool
- Ongoing User Support

Key Activities:
- Awareness email
- Intro meeting
- Initial Access
- Self-guided eLearning & training
- Intro workshop
- Previous Use cases (POV or earlier deployed sites)

Key Activities:
- Group workshop(s) in person
- Rollout of prioritized use cases
- Planned check-in and feedback sessions
- Ongoing usage and cont. improvement

Key Activities:
- Capture success KPIs of use cases
- Identify areas of improvement and iteration of existing use cases
- Identify and implement new use cases
- Rollout to next planned site

THE BLUEPRINT

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Rollout US Site 1

PQ

	Success and Challenges	Upgrade for Next Deployment
Phase 0	✗ 6 months+ to perfect asset hierarchy ✗ Limited site engagement	Map data to asset hierarchy as needed
Phase 1	✓ Good kickoff ✗ Self-signup for training was unsuccessful	Train face-to-face on site
Phase 2	✓ Superuser (ME!) hit the ground running ✗ Poor brainstorming workshop	Brainstorm use cases POST TRAINING
Phase 3	✗ Limited ownership from site	

Lack of understanding the power of Seeq limits engagement

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Rollout US Site 2

PQ

	Success and Challenges	**Upgrade for Next Deployment**
Phase 0	✓ Site engaged from Phase 0 ✓ Faster deployment by not perfecting asset tree	
Phase 1	✓ 100% site trained in person ✓ Use case list based on existing efforts	
Phase 2	✓ Site personnel started using Seeq immediately	
Phase 3	✓ Faster adoption and ownership ✗ Too many use cases	Use cases from users' annual goals and objectives

Training together kickstarted joint accountability and ownership

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Rollout EU Site 1 & 2

Success and Challenges

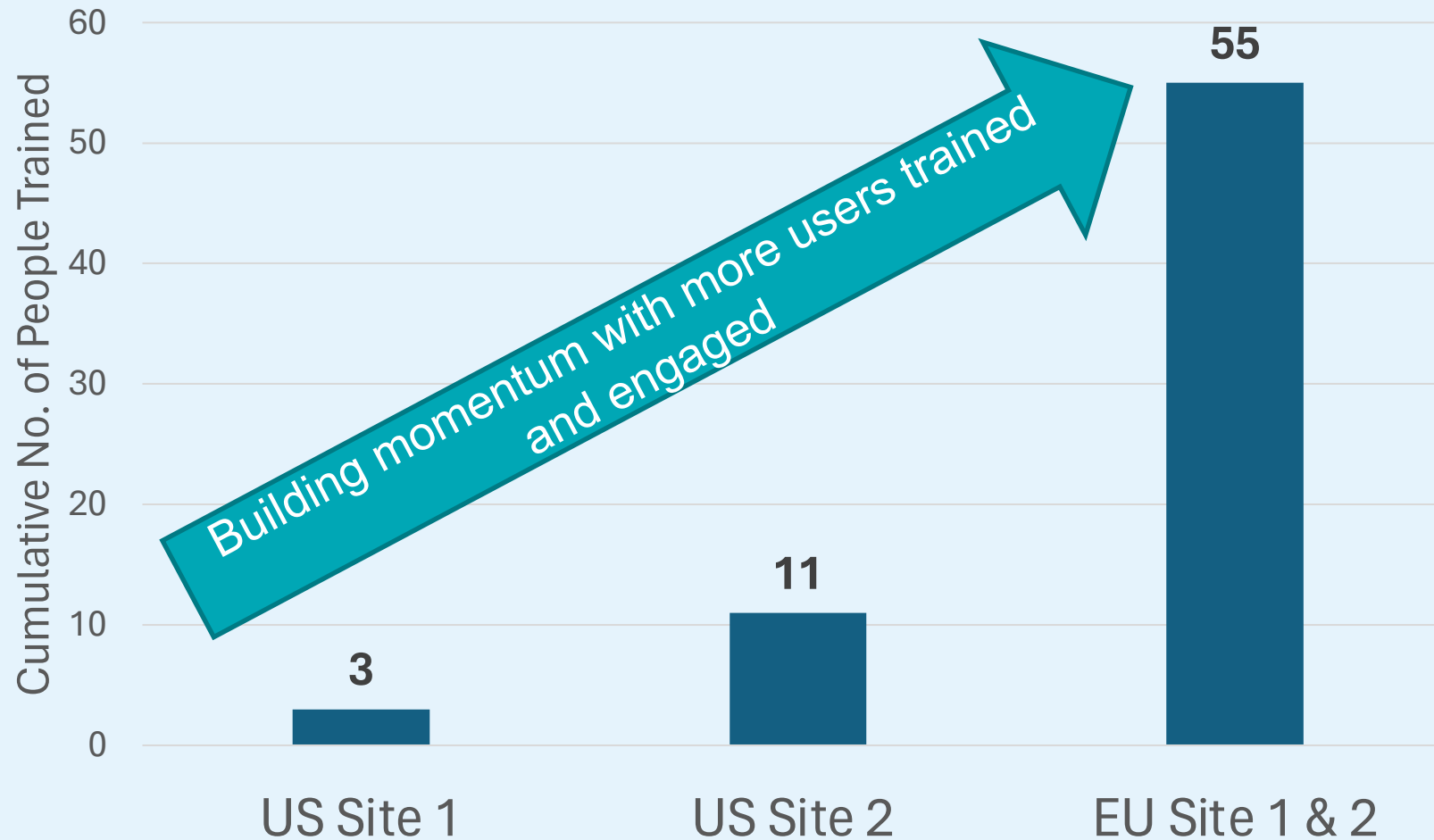|	Success and Challenges	Upgrade for Next Deployment
Phase 0	✗ High amount of data	
Phase 1	✓ Variety of roles trained ✓ Clear site champions identified ✓ Use case list based on users' goals and objective	
Phase 2	TBD	
Phase 3	TBD	

Blueprint from second deployment was successful

Enhanced Structure with Multi Sites Engaged

Setup bi-weekly meeting with engineering managers

Align projects to major focus areas

Remove roadblocks for individuals

Support smaller projects as-needed

Create steering team KPIs

Rewards and Recognition

In Conclusion…

Don't wait for perfection

Let use cases drive data needs

Early partner/site engagement

Be agile