A High-Impact Approach for Delivering Connected Packaging Equipment Systems

As a company in the specialty products division of Illinois Tool Works (ITW), a Fortune 500 company, Hartness provides packaging equipment to leading beverage, food, and personal and household care markets around the globe. Hartness has been serving customers for over 70 years, and like all ITW businesses is driven by ITW's proven 80/20 philosophy, focusing on the 20 percent of customers that generate 80 percent of its revenues. Now, new digital technologies and data analytics tools created an opportunity to provide an entirely new level of service for optimizing customer operations.

With a reputation for quality and a relentless commitment to serving their customers, ITW Hartness was already a trusted equipment supplier to the world's premier brands. Yet the Hartness team wanted to do even more.

**Lower Risk & Greater Rewards**

They knew if their equipment and data-driven consulting services helped their customers improve production line efficiency and reduce operating costs, they could strengthen customer relationships and open the door to new equipment sales and recurring aftermarket revenue streams. A true win-win deal. As an ongoing Asset Performance Management partner, ITW Hartness knew they could deliver unparalleled results for their customers - increasing Overall Equipment Effectiveness (OEE) and reducing Total Operating Cost (TCO) wherever their machines were installed. Beyond improving their own equipment performance, Hartness Connect would help them identify opportunities for improving the efficiency of equipment and workers across the entire production line.

**Strategy & Acceleration**

While they knew what they wanted to achieve, it became clear that an experienced partner who understood the technical challenges, strategic requirements, and commercial realities of delivering and operating successful connected product systems would dramatically reduce risk and accelerate their digital transformation progress – all while maintaining their existing offerings for their customers who depended on them.
"We knew that Bright Wolf was a Microsoft Gold Partner with years of Azure industrial IoT design and development experience. What we quickly realized was their approach to Zero Waste Engineering was so much more than just technical guidance. It aligned beautifully with the core principals and business philosophies that we espouse at ITW and helped us practically put those into effect in developing our digital strategy."

- Justin Jeanes, Digital Leader

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**Four Steps to Practical Digital Transformation**

Bright Wolf’s approach to Zero Waste Engineering™ was exactly what they were looking for. Flexible enough to meet their unique needs and directed in a way to bring clarity and confidence to their initiative, the methods and guidance provided by Bright Wolf allowed the team to design for rapid learning and keep their efforts (and resources) closely aligned with the value produced. As a result, ITW Hartness is well on their way toward achieving their sustainable competitive advantage.

- **Design for learning**
  By adopting a low risk, iterative innovation mindset and setting learning as the expectation for each stage, the organization builds momentum without disrupting existing operations.

- **Conspire with your customers**
  Build relationships, understanding, and trust so the organization builds the right solutions for the customers they serve.

- **Build a coalition**
  Create cross functional support and facilitate organizational agreements up front to ensure engineering, IT, sales, service, and other teams are aligned for successful technology and business strategy execution.

- **Align effort to value**
  Focus limited resources on high impact activities to ensure system development delivers value at every step.

**A Sustainable Competitive Advantage**

The approach was exactly what ITW Hartness needed to create an organizational strategy and engage effectively with customers to build not just a reliable system, but the right system for winning in a connected world.

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**A trusted partner for industry leaders with a new vision for a connected world**

**Bright Wolf provides a proven path for delivering industrial IoT solutions and accelerating enterprise transformation.**

- Digital Strategy Workshops
- Transformation Readiness Evaluations
- Customizable Platform Accelerators
- Rapid Deployment, Iterative Feedback
- Flexible Engagement Models
- Repeatable, Proven Success
- Microsoft Azure & AWS IoT Solutions

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**Bright Wolf Platform Accelerators**

**SpringBoard Cloud** Industrial IoT application engine and secure data management infrastructure

**GearBox Edge Suite** Connect and optimize every machine with network/hardware independent protocol translation clients, local historian, and edge analytics.

**GearBox Device Manager** Dynamically configure and control devices and fleet behavior with web-based device management applications.