

# Press Information

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## **drupa 2020: Artificial Intelligence boosts print shop performance**

- **Performance Advisor Technology from Heidelberg automates process consulting**
- **Customers benefit from specific recommendations based on trend monitoring and benchmarks**
- **AI module integrated into Heidelberg Cloud**
- **Heidelberg Assistant offers intuitive customer access to AI module**

As in other sectors, the use of Artificial Intelligence (AI) will become increasingly important in the print media industry in the next few years, driving further print shop automation and firmly establishing new digital business models on the market. Visitors to the upcoming drupa will already be able to see exactly what initial AI applications are capable of.

Heidelberger Druckmaschinen AG (Heidelberg) has launched a new subscription business model that is shaping the industry. One key element of this model is process consulting, which aims to fully utilize the potential of the equipment and software solutions being used while also improving print shop processes. The highly specialized experts Heidelberg requires to achieve this goal regularly work with customers both on site and online, but their availability is limited.

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The growing demand for performance consulting services under the subscription model, and also in general, is driving the automation of the actual consulting process using AI. At the upcoming drupa, Heidelberg is therefore unveiling its Performance Advisor Technology (PAT), an AI-based process consulting tool that provides contract customers with specific, straightforward instructions for improving their operational procedures. This involves adding an Artificial Intelligence module to the Heidelberg Cloud – the industry’s largest database, with over 18,000 connected machines and information relating to more than 50 million makeready processes. The module monitors series of measurements from Heidelberg equipment and compares them with anonymized benchmark groups from the Heidelberg Cloud.

### **Heidelberg Assistant offers intuitive customer access to AI module**

The Heidelberg Assistant (HDA) provides customers with intuitive access to the AI services from the Heidelberg Cloud, visualizing performance anomalies and displaying various recommendations. Customers decide themselves which suggestions to go along with and when. Each time they follow a suggestion, the AI module learns something new about the effectiveness of the measures and can adapt future recommendations based on this experience.

“By launching its Performance Advisor Technology, Heidelberg is demonstrating the company’s highly innovative approach to digitizing key processes in the industry. Our activities in this area focus on boosting customer performance and we’re also benefiting from the enhanced scalability of our new data-driven business models,” explains Tom Oelsner, Head of Digital Innovation & Data Science in the Heidelberg Digital Unit.

An intuitive collaboration and communication tool such as the Heidelberg Assistant – which the company exhibited at the previous drupa and now has over 2,000 users worldwide – is vital for the complex technology involved in AI. Along with details of KPIs and service agreements whenever required, the HDA gives users a direct overview of their equipment’s availability and efficiency. It also provides access to a range of Heidelberg products and services. Customers communicate with the company online, making it quick and easy to transfer data for clarifying technical issues. For Heidelberg Subscription customers in particular, the Heidelberg Assistant is an essential tool to continuously monitor their print shop’s performance. Integrating Performance Advisor Technology from Heidelberg into the HDA is therefore a further logical step in the digitization of relationships with customers and works to their benefit by improving their overall performance.

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[You can read all about Heidelberg at drupa 2020 here](#)

**Figure 1:** Performance Advisor technology from Heidelberg is an AI process consulting tool that provides contract customers with specific, straightforward guidance.

**Figure 2:** Heidelberg is once again underlining its position as a key innovation driver in the industry by using artificial intelligence to improve print shops' overall performance.

Image material and additional information about the company are available in the [Press Lounge](#) of Heidelberger Druckmaschinen AG at [www.heidelberg.com](http://www.heidelberg.com) and in the [Media Library](#).

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