



01

Our Company

Amazon

- (Amazonrainforest)
- (Dryforest)
- (Savanna)
- (Atlanticforest/bush)
- (Prairie)
- (Pantanal)

1.500 km

State of Minas Gerais

CENIBRA's areas



Fonte: Mapa de Biomas do Brasil - IBGE, 2004
Rio de Janeiro - esc. 1:5.000.000

About us

Bleached Eucalyptus Kraft Pulp - ECF

Foundation: Sep 1973 Start up: Mar 1977

Capacity: 1,200,000 tons/year

Privately-held company owned by

Oji Holdings Corporation

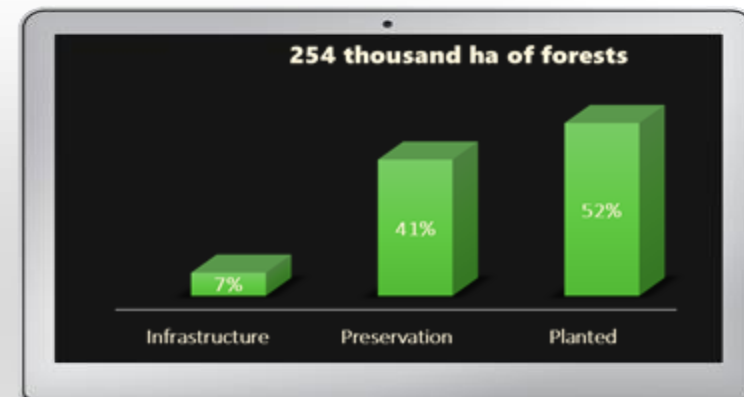
Environmental Aspects

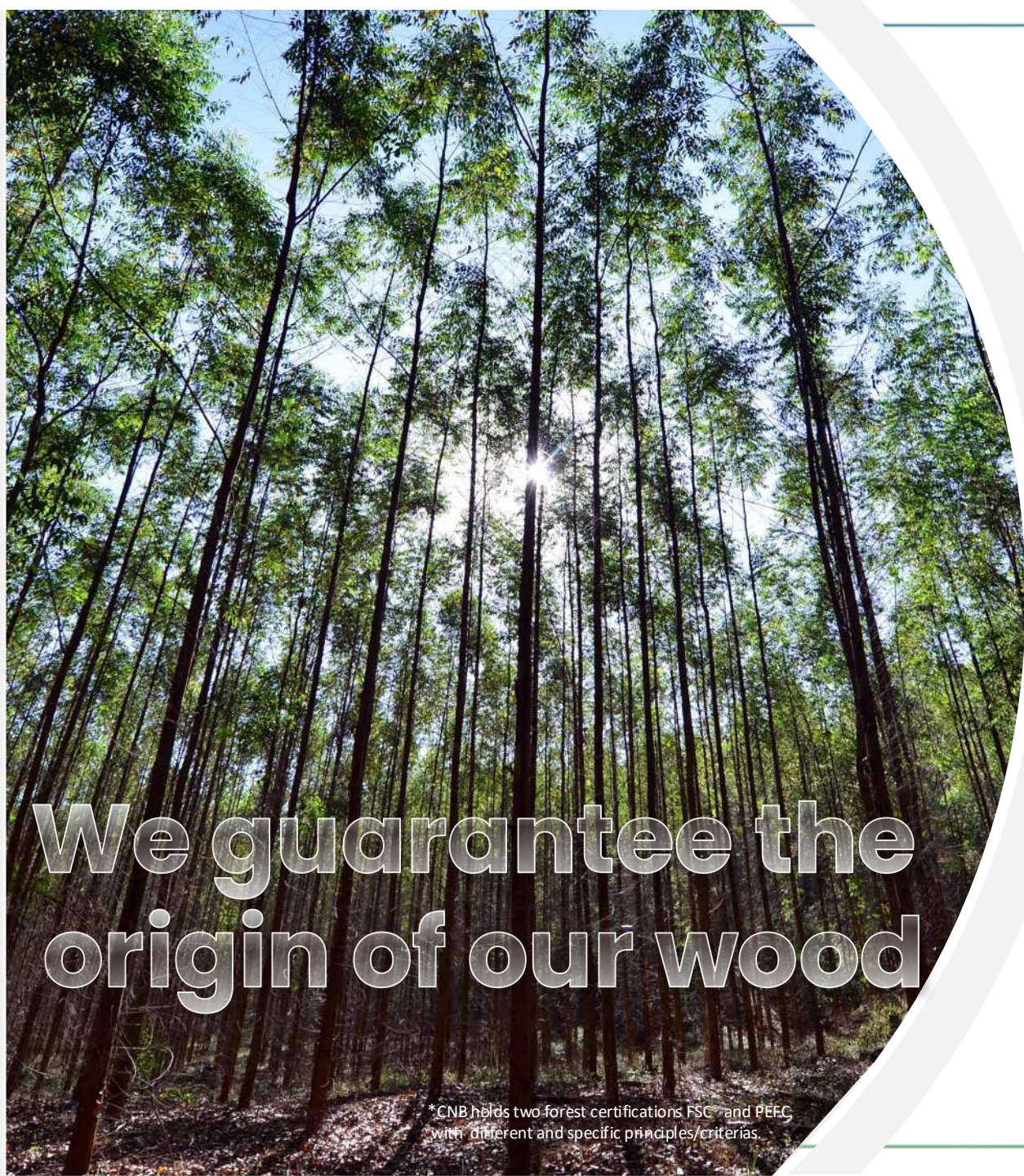
Conscientious use of natural resources

Biodiversity, soil & water conservation practices

Zero Emission Program

Energy recovery from biological sludge





We guarantee the origin of our wood

*CNB holds two forest certifications FSC® and PEFC with different and specific principles/criterias

About us

CERTIFICATIONS

Forest Stewardship: **FSC®** , **PEFC**

Chain of Custody: **FSC®** , **PEFC**

ISEGA: **FDA**, **BfR**, **EC**, **LFGB**

Quality Management System: **ISO 9001:2015**

Environmental Management System: **ISO 14001:2015**

Lab Quality Management System: **ABNT NBR ISO/IEC 17025**

EU Ecolabel and **Nordic Swan** inspected pulp

CENIBRA earned a Gold level assessment from **EcoVadis**

We are working to comply with the new **EUDR regulation**.

CENIBRA is **FSC®** and **PEFC** certified



100% Planted Forest



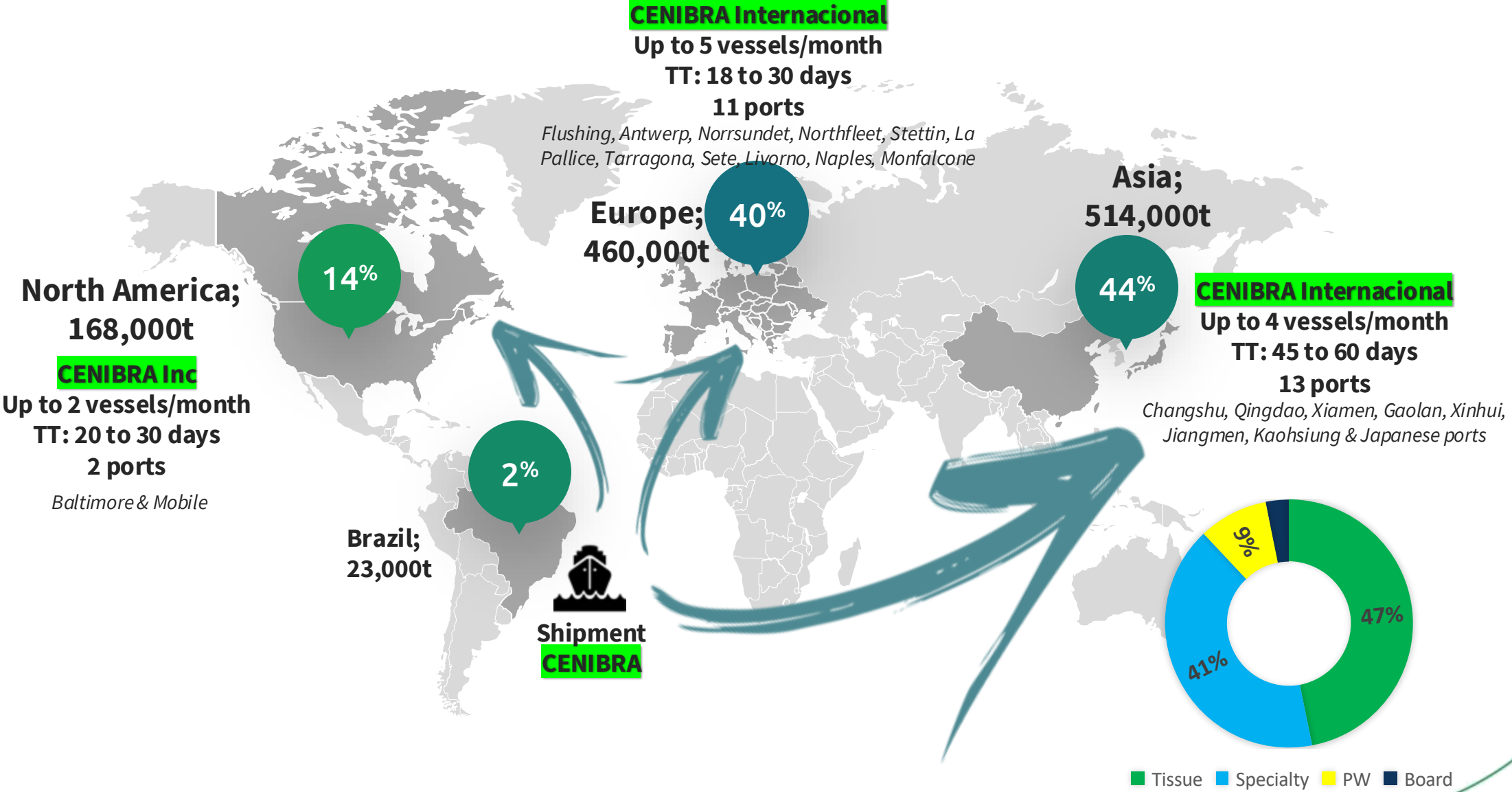
100% Eucalyptus Urograndis

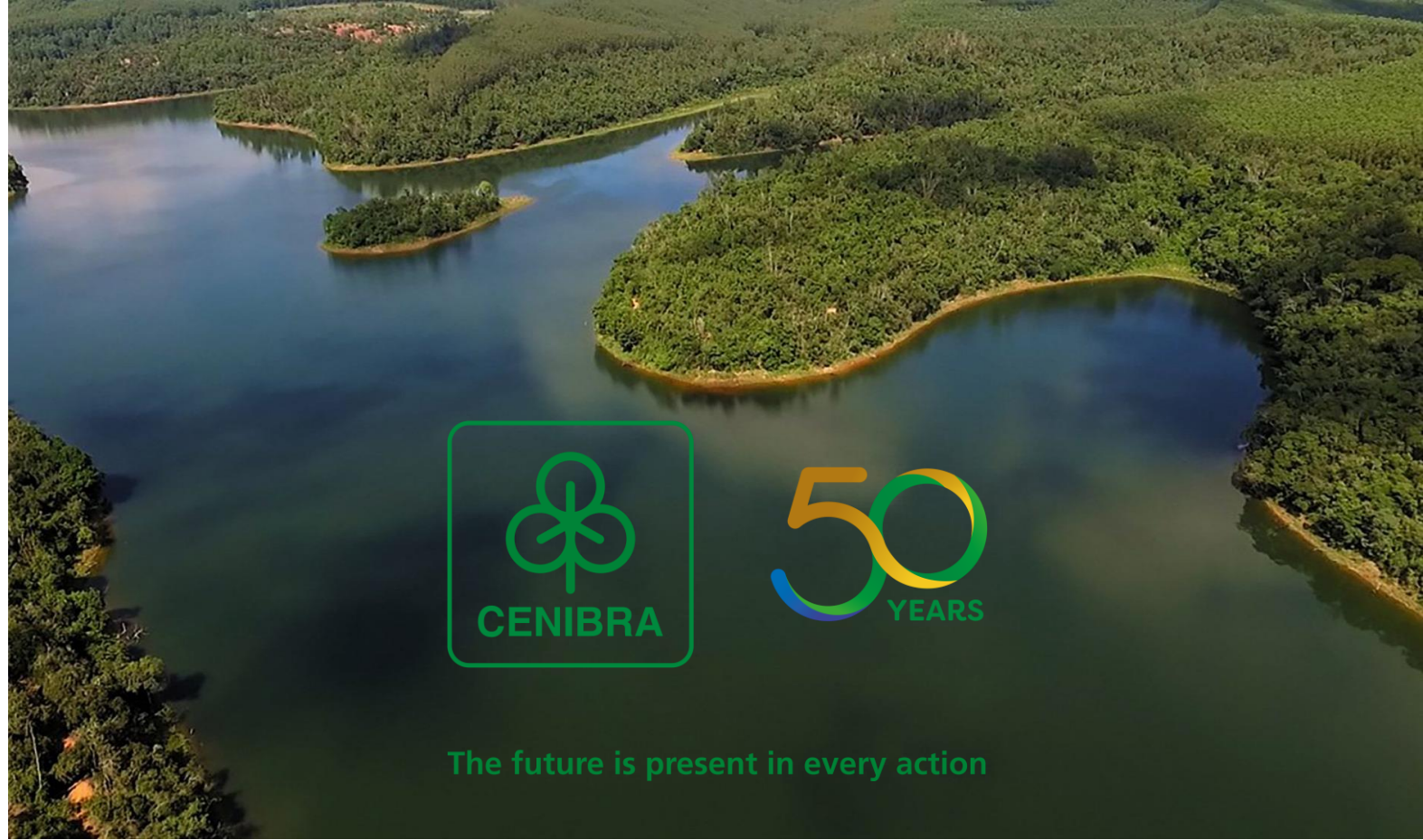


Compliance EUTR & US Lacey Act



About us - 2022 Sales share & Logistics







02

Mobility Inspection Project SAP SAM

SAP

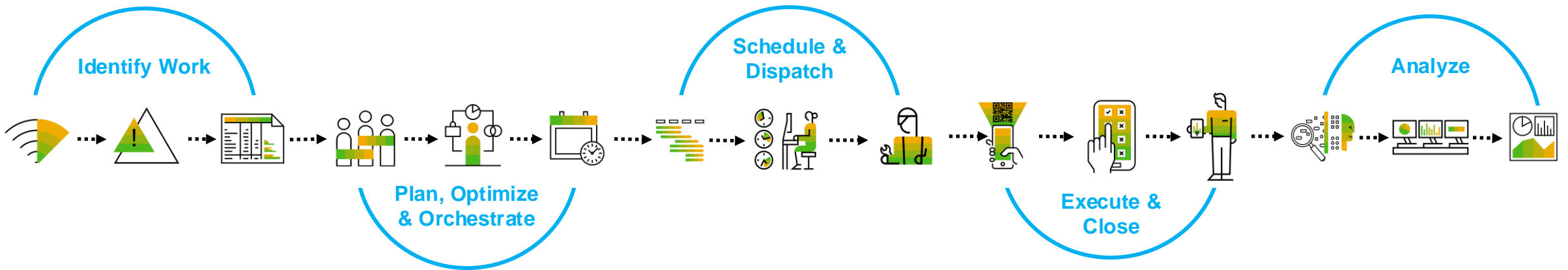
What is SAP Service and Asset Manager?

- Is an intuitive mobile app running in the cloud;
- Helps maintain sustainable, risk-resilient operations;
- Enabling field technicians to access, capture, and work with asset and operational data on their devices.

Source: SAP 2023

Asset Strategy and Performance Management

How does mobile fit in the Asset Management E2E process?



Sustainability

SAP Asset Performance Management

Predictive Maintenance 


SAP Asset Management for Resource Scheduling

Long-term work planning 

SAP Field Service Management

Schedule & Dispatch 


SAP Service and Asset Manager

Mobile Execution 

SAP Asset Performance Management

Maintenance Strategies 

SAP Service and Asset Manager

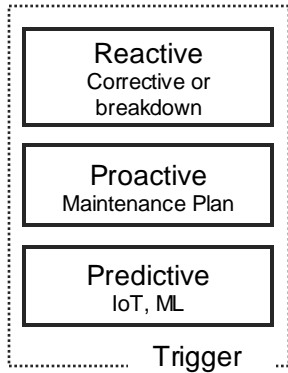
Maintenance Requests 

SAP S/4HANA (or ECC)

Asset Management Foundation | Maintenance Management | Order Management | Logistics | Financials 

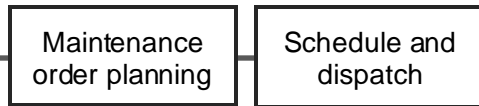
Increase productivity, safety, and asset reliability

Maintenance Technician persona



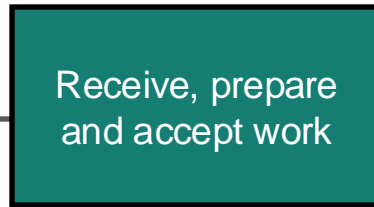
Maintenance Technician (SAM)

Process on Service and Asset Manager

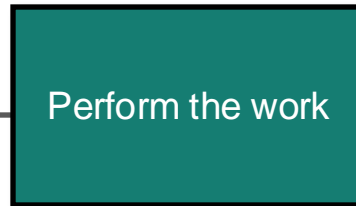


Maintenance planner (PM)

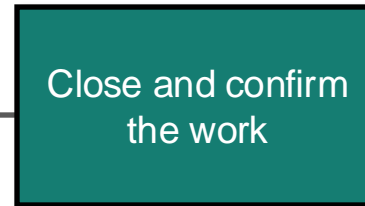
Process on S/4HANA



- Notifications
- Work orders
- Inspection rounds
- Spare Parts
PRT
Materials Management
- GIS & Map visualization



- Operations
- Measurement readings
- Attachments
- Damage catalogs
- Checklists



- Time recording
- Material consumption
- Digital signature
- Follow-up actions
- Work order and notification completion

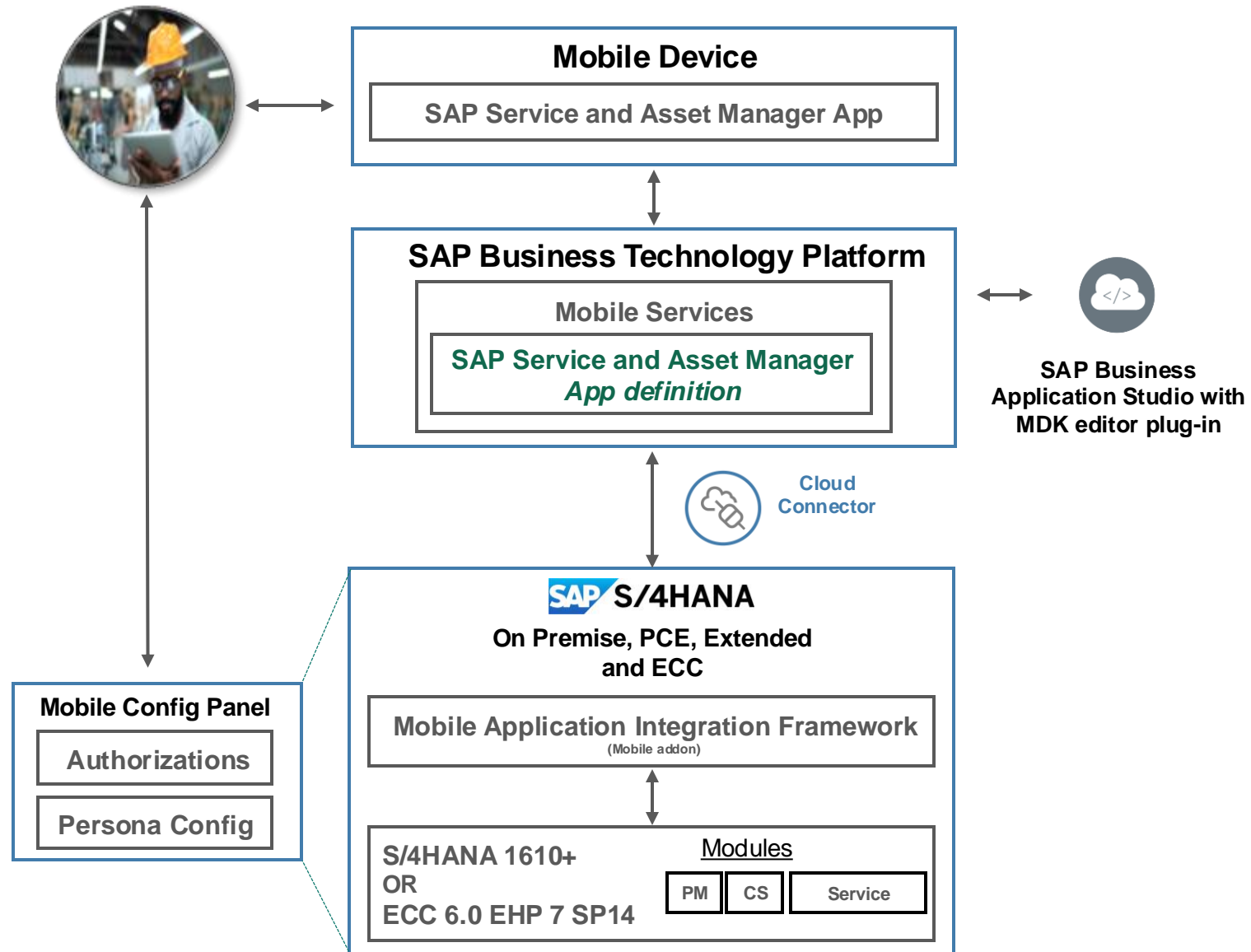


Maintenance back office (PM)

Process on S/4HANA



SAP Service and Asset Manager Architecture



Use of persona-driven concepts at CENIBRA



New!* Safety Engineer

Isolates equipment to create a safe zone for maintenance activities (WCM/2024)



Inventory Clerk

Manages parts and materials used in the maintenance or service execution process (CENIBRA has been using Fiori)



Service Technician

Executes service orders for customers at different locations (SAM – Medservice)



Maintenance Technician

Executes proactive and reactive maintenance activities on plant assets (SAP SAM)

**Supported with 2305 release of SAP Service and Asset Manager.*

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Motivators of the Mobility Maintenance Project & Business Challenges



01

Reliability

Need for greater reliability of the inspection process in the industrial area.

02

Process change

Need to systemically redeploy the concept of inspection routes.

03

Checklist

Need to carry out inspections with the checklist in hand, next to the equipment.

04

Simplification

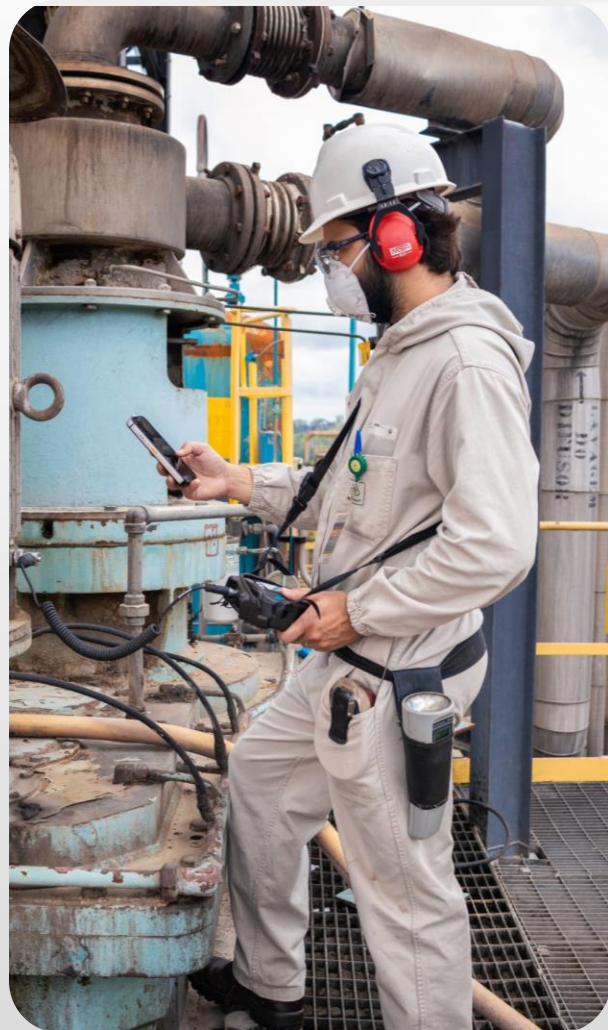
Need to simplify by reducing bureaucracy for closing orders.

05

Saving time

Increased availability of the inspector in the field to "take care" of the assets on the route and those that are not on the route.

Project Scope: Mobility for Inspection



Key Standard Features of SAM Application for Maintenance:



Equipment Inspection



Display of the Equipment Class Overview



Execution of Maintenance Works



Display of Technical Documents



Maintenance Order Bill of Materials



Confirmation of Work



Display of the Equipment Technician List

Challenges and Objectives



Project Objectives

Implement SAP Asset Management mobile app for SAP S/4HANA at CENIBRA to attend the main scope:

Inspection Route:

- 10 inspectors: Optimize inspection time;
- 7500 orders/month: Reduction 50% of orders;
- 280/month inspections: Reduction of +/- 50% time;

Why SAP

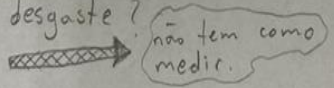


- CENIBRA has been an SAP customer since 2003 and has all the modules implemented, so we believe in SAP solutions;
- Evaluation of the SAP® Asset Management mobile app for SAP S/4HANA® during the implementation of SAP S/4HANA according to SAP Activate methodology;
- Flexibility to use the mobile app online and offline and use it with various devices, allowing the most suitable device to be used in each maintenance area;
- Customization potential, allowing unique steps in its maintenance processes to be configured;
- Solution roadmap aligned with its strategic IT plan.

Learning Path

Process Before



- 223TA03 - MAP com duplicidade (itens duplicados)
- MAP com itens em duplicidade
- Equipamentos parados, como proceder?
- 223BA46 (cavalete, não está cadastrado). Ajustar mol
- Tem como selecionar "flagar" todos os itens do MA
- 222AG06M - preenchido incorreto, equipamento f
- como corrigir preenchimento indevido após concl
- Ergonomia
- Somente 1 local de instalação por Equipamento (T
- Mancais funcionais e sem desgaste? 
- Manter pergunta do isol. térmico?
- Busca na lupa, procura apenas o texto em negr
- MAP 218AG03 errado, ã tem acopl., e sim correia

Process After



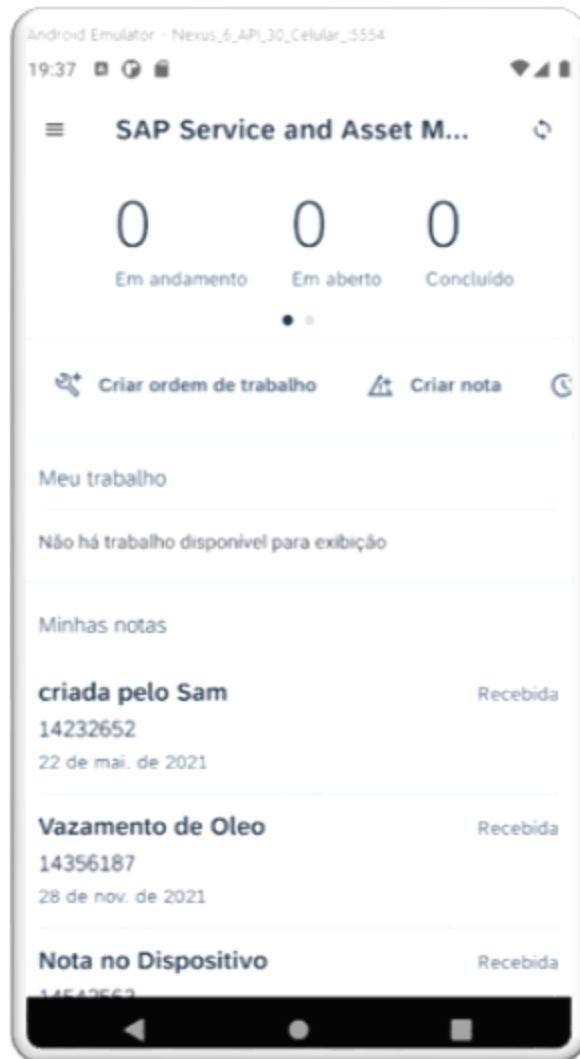
Samsung Galaxy XCover Pro



System mobility screens

Process After

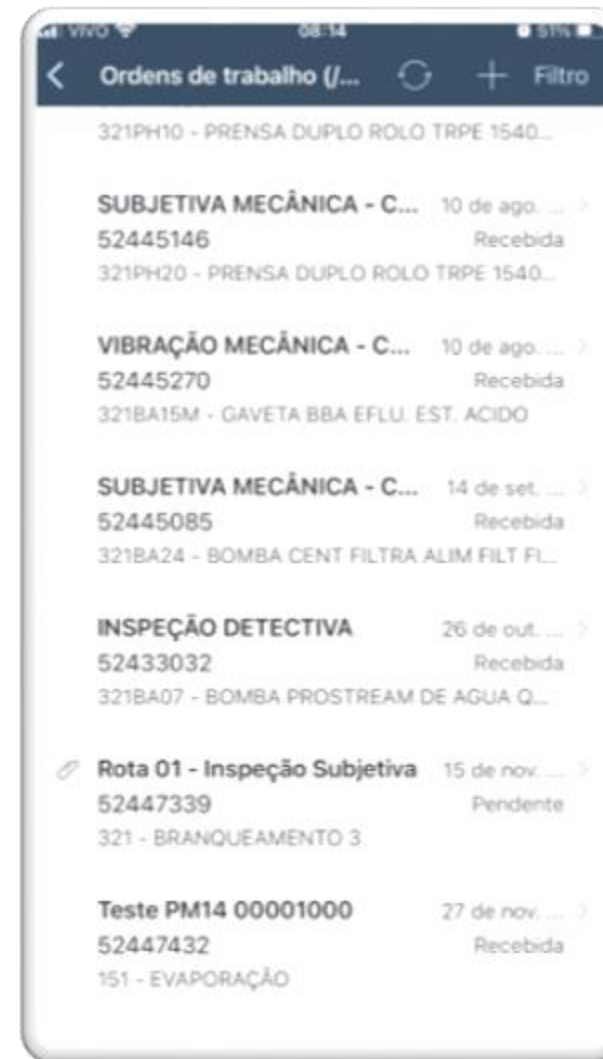
Home Screen



Home Screen & Features

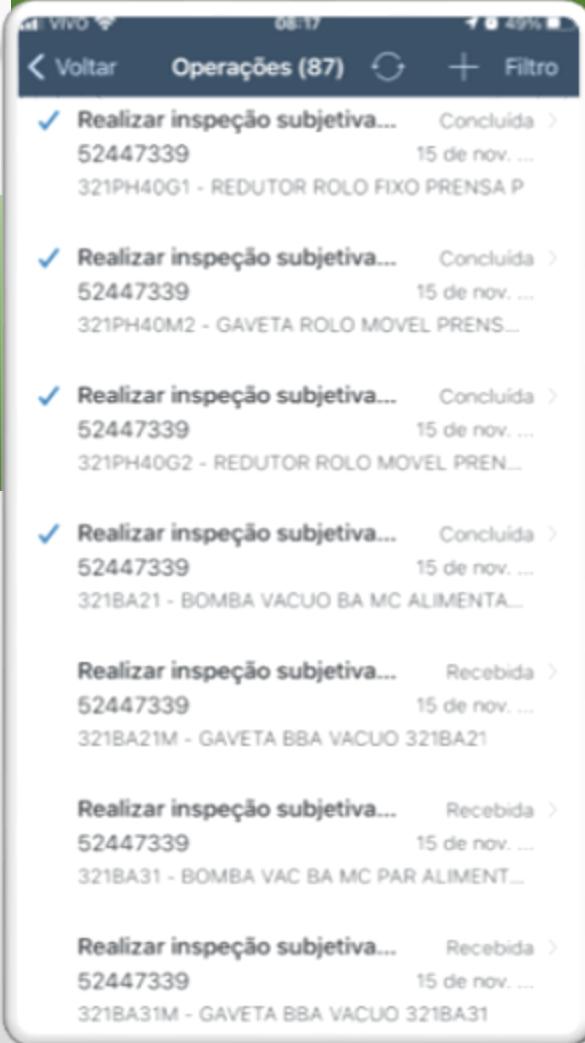


List of Orders



Process After

List operations with status



Systemic logging time to start inspection, read inspection points, and end activity

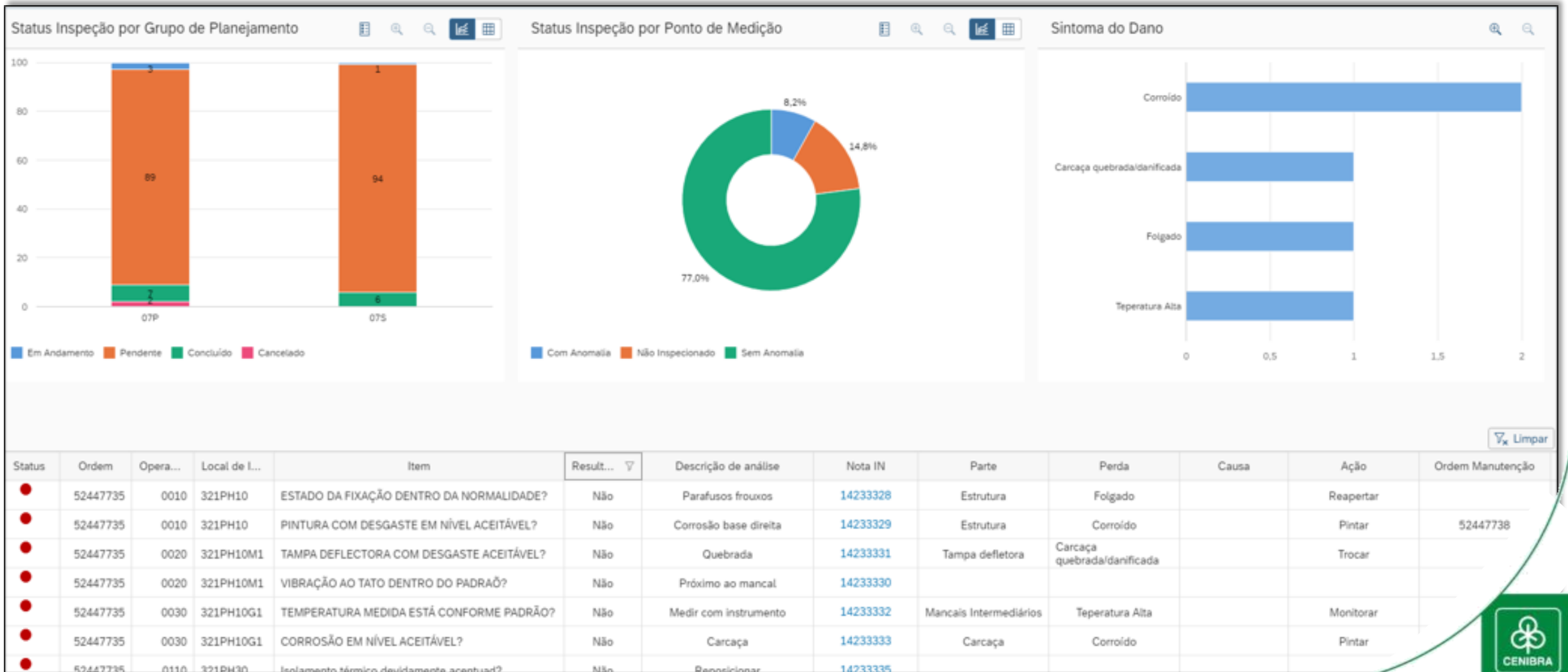


55 seconds on average for equipment with 8 inspection points.

Performance indicators in SAP FIORI

Process After

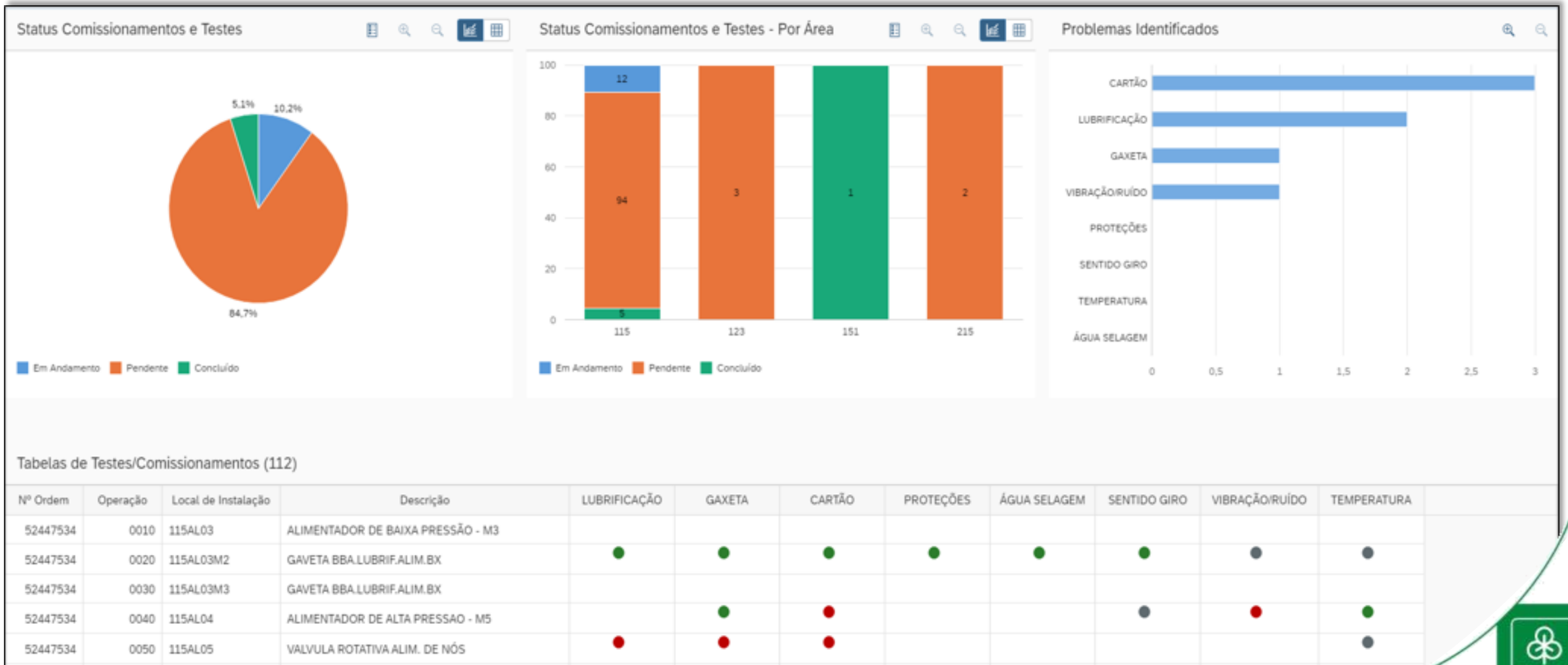
Fiori Inspection Panel



Performance indicators in SAP FIORI

Process After

Fiori Commissioning and Testing





03

Ours Results

SAM Project Numbers



Equipment Inspected

7,500/month
(750 inspections per inspector on average).



Points inspected

Points inspected by inspector:
4,836/month.



Work Permits

1,706/month



Activities

Service Measurements (activities):
320/month.



Benchmarking

Inteactions
11 meetings.



Presentations

Event Presentations: **9**
2 of which are international events.



Current usage of **SAM**
by **4 out of 10**
mechanical inspectors

We are upgrading
from SAM to version
2405, all **10 inspectors**
will use the tool.



Benefits for the business

Task

Before

After



Order closure



~7 hours per week per inspector.



~30 minutes to deal with anomalies. Inspection order is closed automatically (-92,86%).



Order Quantity



~750 orders per month inspector.



~5 orders per month per inspector (route concept brought the equipment for the operations of the orders).



Anomaly identification



Annotated on the inspector's pocket paper.



Generation of IN (Inspection Note) grade automatically for each anomaly identified. The breakdown is given directly in the field on Mobile.



Inspection x Maintenance Integration



Radio communication or when he arrived in the room at the end of the day.



When it finds an anomaly in the inspection, the SAM automatically generates a note. Online it is possible to see in the Fiori Dashboard the indication of the problem of the problem to be addressed.



Printing orders/checklists



Printing the order list in an Excel spreadsheet. Due to the large volume per inspector, orders with the checklist Where not printed.



Today, the order is downloaded to the mobile device without the need for printing. The checklist is part of the order download.



Inspection management.



It didn't exist.



Performed through a Fiori with graphs that indicate: Accomplished, Canceled, Pending, if anomaly found and if it has been treated.



Work permit.



Performed in workrooms with paper evidence records (signatures on orders.



Registered at the work site on the foot of the equipment with the mobility and photo record of the evidence attached to the work order automatically.



CENIBRA: Adopting Advanced Mobile Maintenance Solutions to Achieve Operational Excellence



Read how CENIBRA improved accuracy of important maintenance data, including inspection results, time, and costs, while operationalizing inspection work and replacing the overhead costs of paperwork with accurate and timely electronic data input.



PUBLIC



CENIBRA: Adopting Advanced Mobile Maintenance Solutions to Achieve Operational Excellence

From its mill in southeastern Brazil, Celulose Nipo-Brasileira S.A. (CENIBRA) processes wood pulp used in the manufacture of paper for printing and writing, cardboard, and sanitary products. This mill has the capacity to produce 1.2 million tons of bleached short-fiber eucalyptus pulp every year, while CENIBRA's operations include a forest area of 254,756 hectares, a specialized port, and an affiliated logistics company.

As part of the company's ongoing digital transformation, CENIBRA reviewed its maintenance operations with a view to **improve asset utilization, reliability, and productivity**. The company wanted to use mobile technologies to enhance its maintenance practices in its mill operations first before rolling out a program of continuous improvement to other areas of its business.

THE BEST RUN 



Thank you very much
Arigatōgozaimasu
Muito obrigado
Vielen dank



Ronaldo Neves Ribeiro

ronaldo.ribeiro@cenibra.com.br

Celulose Nipo Brasileira SA – CENIBRA



[https://www.cenibra.com.br/Sustainability report](https://www.cenibra.com.br/Sustainability%20report)



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<https://www.youtube.com/c/CENIBRACelulose>

