

New Paradigm of Digital Transformation for Petrochemical Enterprises

Cui Shan

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**The first
element of
change is
awareness.**

T. Harv Eker



Challenges &
Requirements

Petrochemical Enterprises



New Paradigm of
Digital Transformation

Recent Development of Petrochemical Industry

2018H1 → 2019H1

Main business income Growth of **2.2%**

Industry profit Drop of **18.3%**

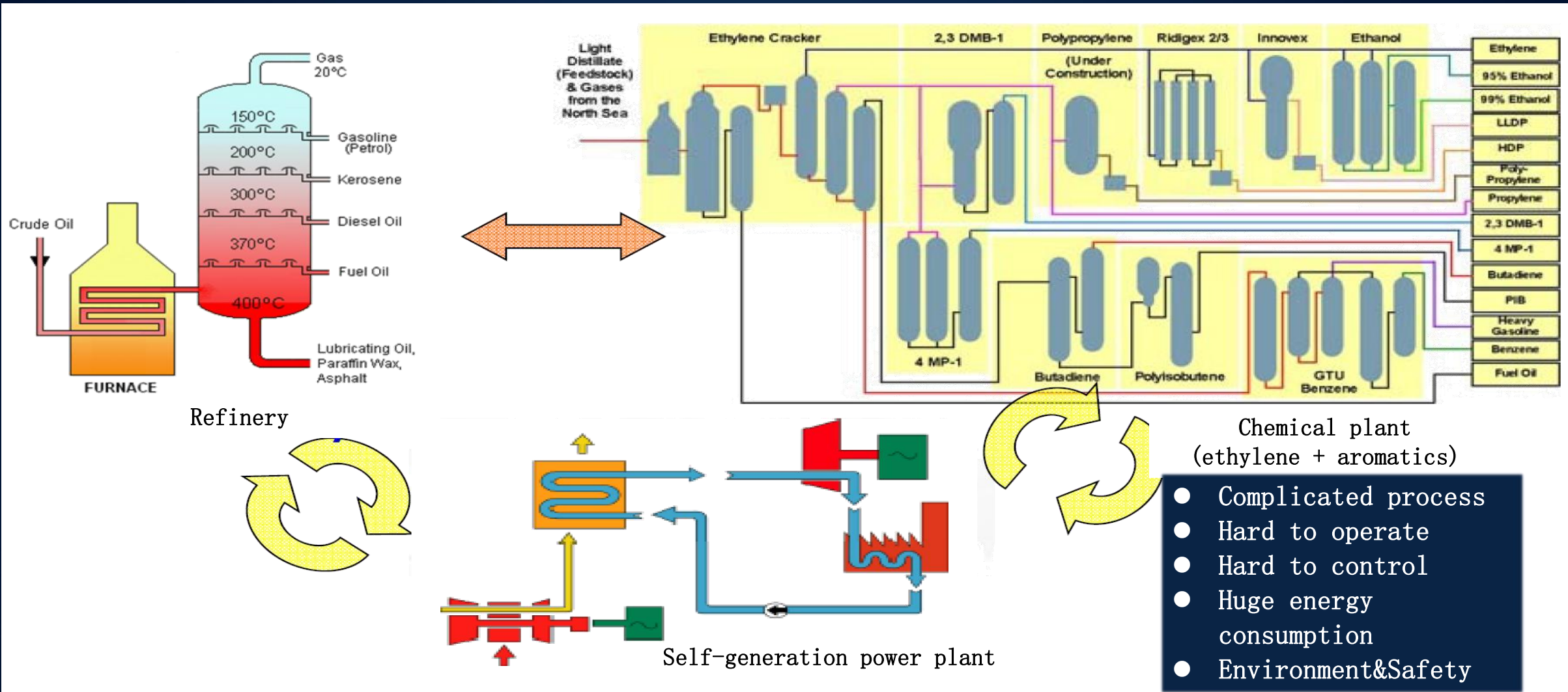
Net profit rate Drop of **1.3%**

Change of raw material industry main business income margin from 2015 to 2019H1 (%)

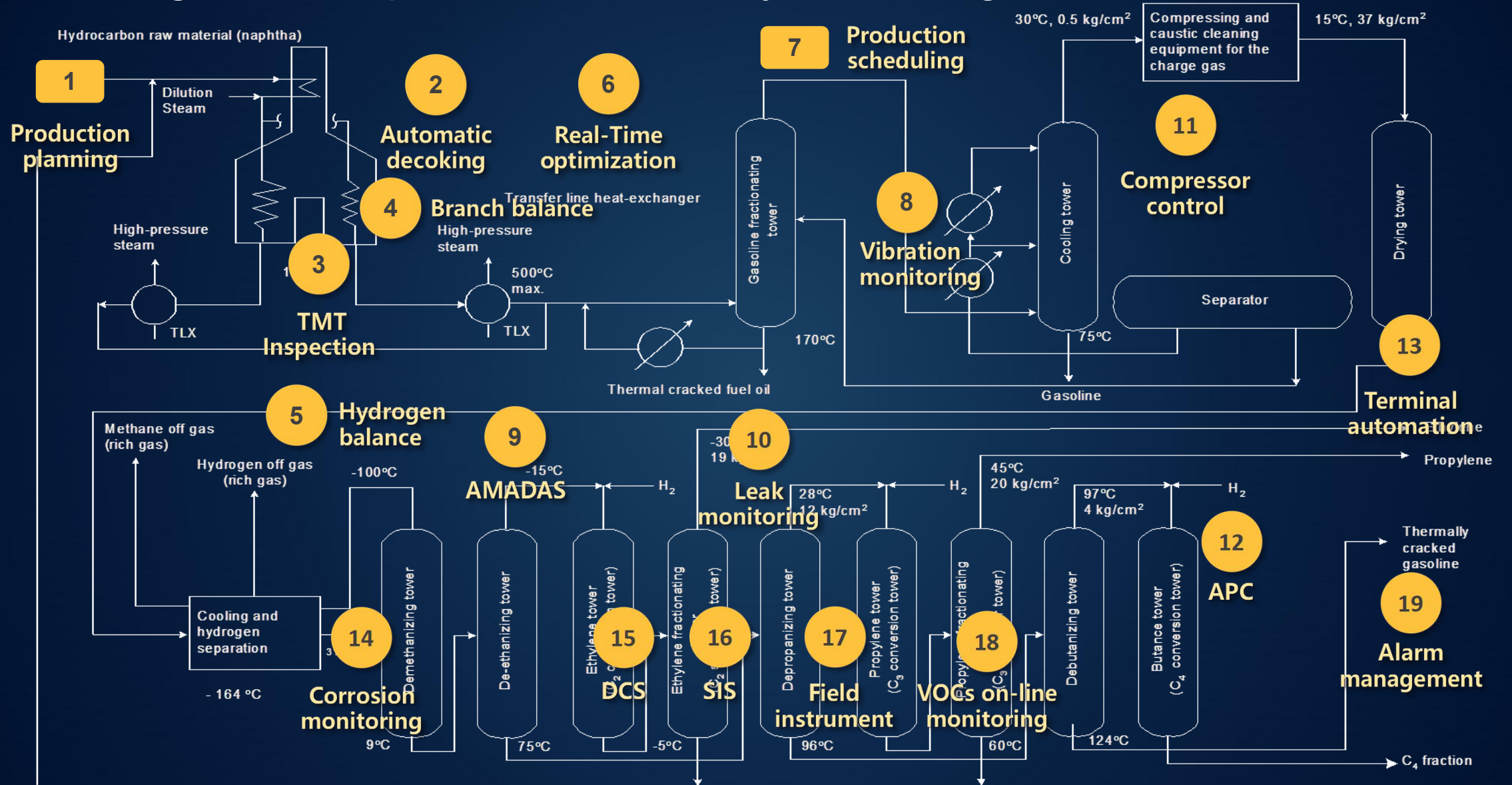


Source: China Petroleum and Chemical Industry Federation (CPCIF)

Booming of Refining integrated installations



Challenges & Requirements of Ethylene Integrated Installations



How to Go From Industry 3.0 to Industry 4.0?

Challenges of Digital Transformation for Petrochemical Enterprises



Production insecurity



Strict environmental
protection standard



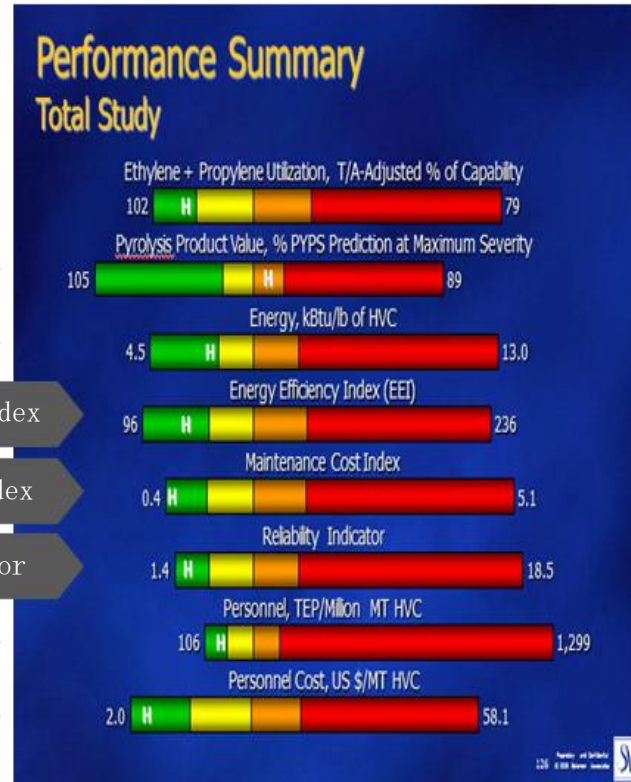
High labor cost



High energy consumption

Benchmark of Enterprises' Transformation and Upgrading

- Ethylene + Propylene Utilization
- Product Value
- Energy
- Energy Efficiency Index
- Maintenance Cost Index
- Reliability Indicator
- Personnel
- Personnel Cost



Benchmark of Ethylene Plant
Intelligent Automation
Application

2007–2017 Q1 Facilities have better performance (of 118 global ethylene plants)

Integrated Facilities Have Better Performance

- 8% less energy consumption
- 9% less cash operating expense
- 10% fewer personnel
- 25% higher ROI

Less energy consumption

Less cash operating expense

Fewer personnel

Higher ROI



Future for China's Petrochemical Enterprises



Safety



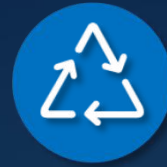
Quality



Cost



Efficiency



Green

PT + ET + OT + AT + IT

(Process)

(Equipment)

(Operation)

(Automation)

(Information)

Five goals for intelligent plant
Creating value for
customers





Challenges &
Requirements

Petrochemical Enterprises



New Paradigm of
Digital Transformation

1 **WHY** digital transformation?

Before digital transformation,

2 Have the **Ability** and **Foundation** for digital transformation?

we have **4** questions.

3 Future **Core Business Scenarios** for digital transformation?

4 Internal **Successful Experience**? External **Mature Mode**?

Focus of Petrochemical Enterprise Digital Transformation

Active monitoring on site

Linkage emergency command

Full life-cycle environmental management



Safety management



Production control

Production control coordination and integration

Production control optimization and automation level improvement

Continuous improvement of production technology

Full life cycle standard management of equipment

Automatic fault diagnosis and predictive maintenance

Maintenance strategy from system/management/execution/evaluation/optimization of closed-loop management



Equipment management



Energy optimization

Online real-time energy monitoring and calibration

On-line optimization of capacity and utilization

Construction of energy management evaluation and analysis system

Monitoring and analysis of supply chain information

Plan & production coordination optimization

Efficient coordination of supply chain



Supply chain optimization



Operating decision

Quick and effective analysis of daily profit

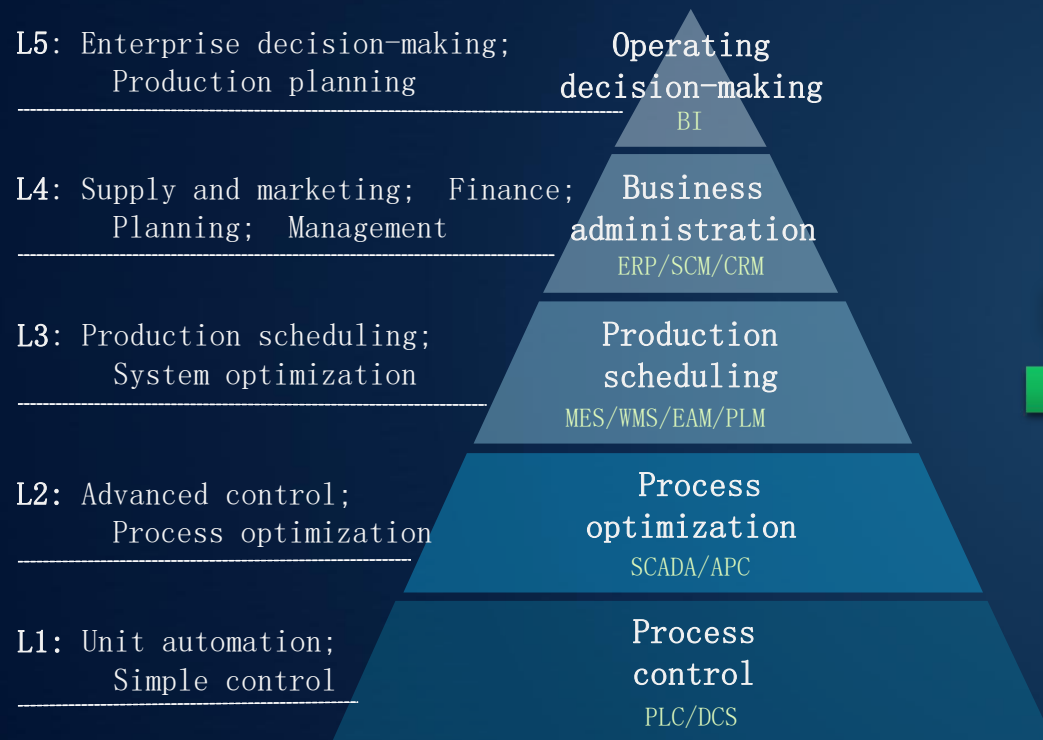
Comprehensive monitoring of production and operation performance

Forecast and analysis of enterprise risk control

Business data flattening and equalization

Traditional factory

Data hierarchy; Passing step by step



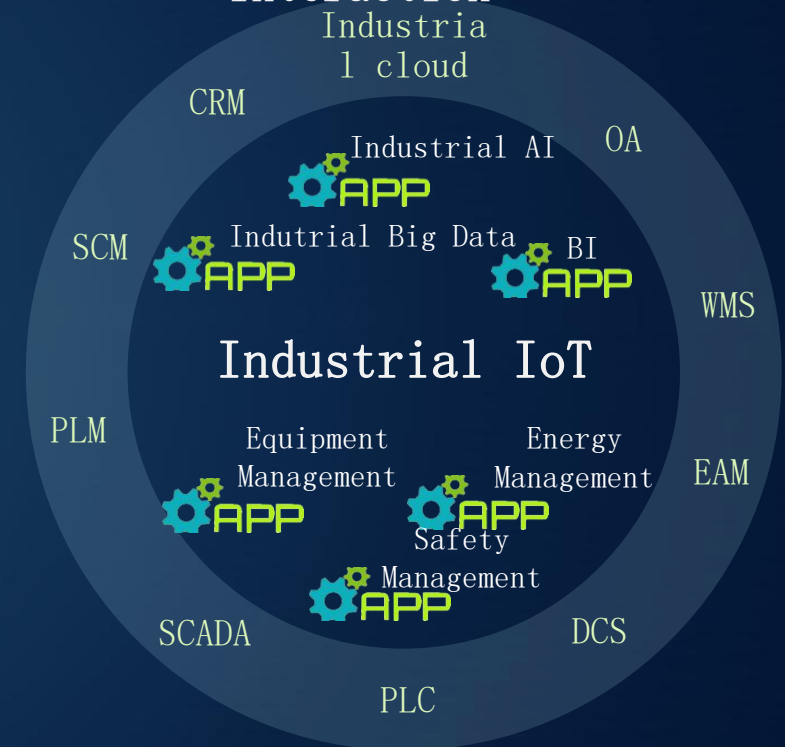
Breaking
Data Island



Realizing
Effective
Synergy

Digital factory

Data flattening; Same layer interaction

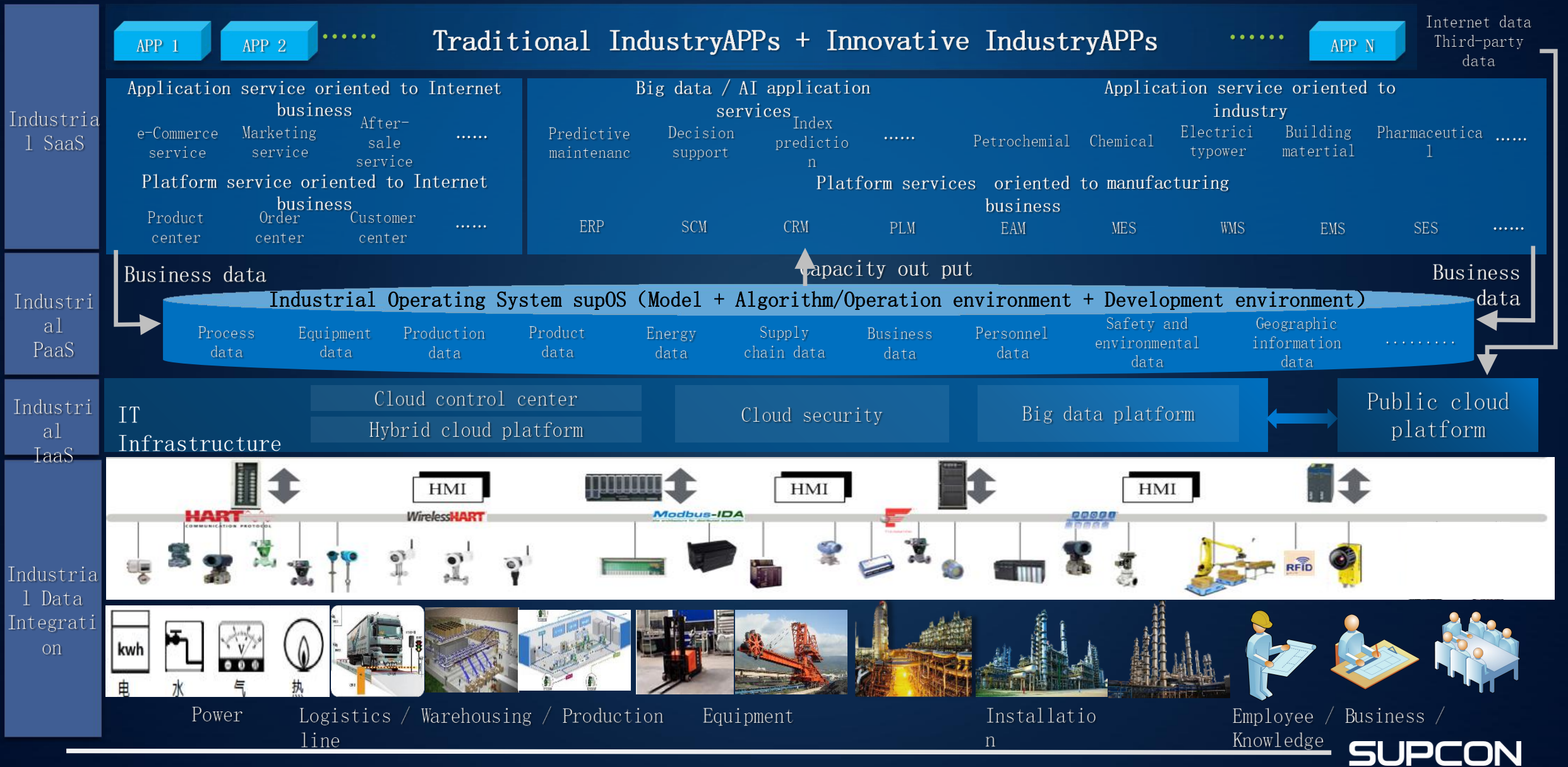


ISA99/IEC62443 Factory Level Standard

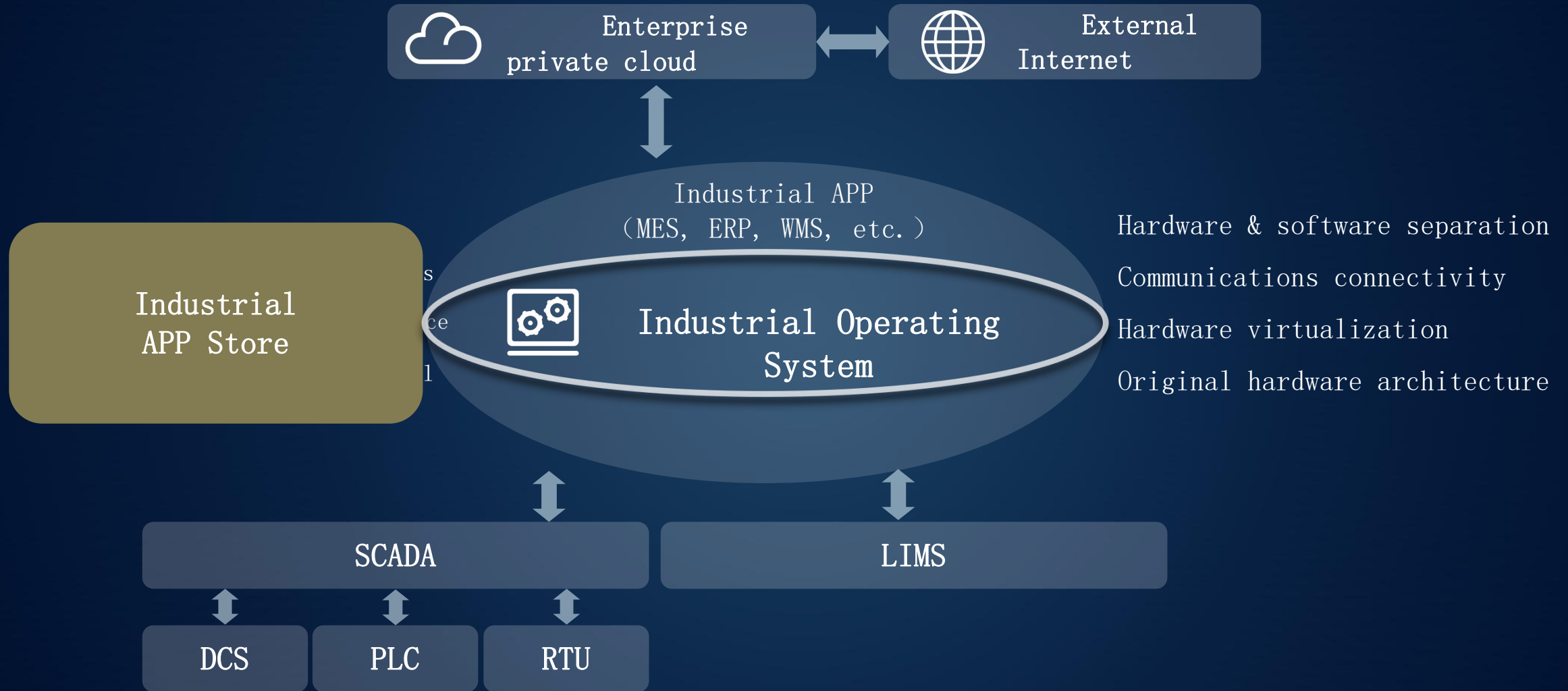
Purdue Model

Main data / Factory model / Base data

New IT architecture for digital transformation



Engine of Digital Transformation: Industrial Operating System



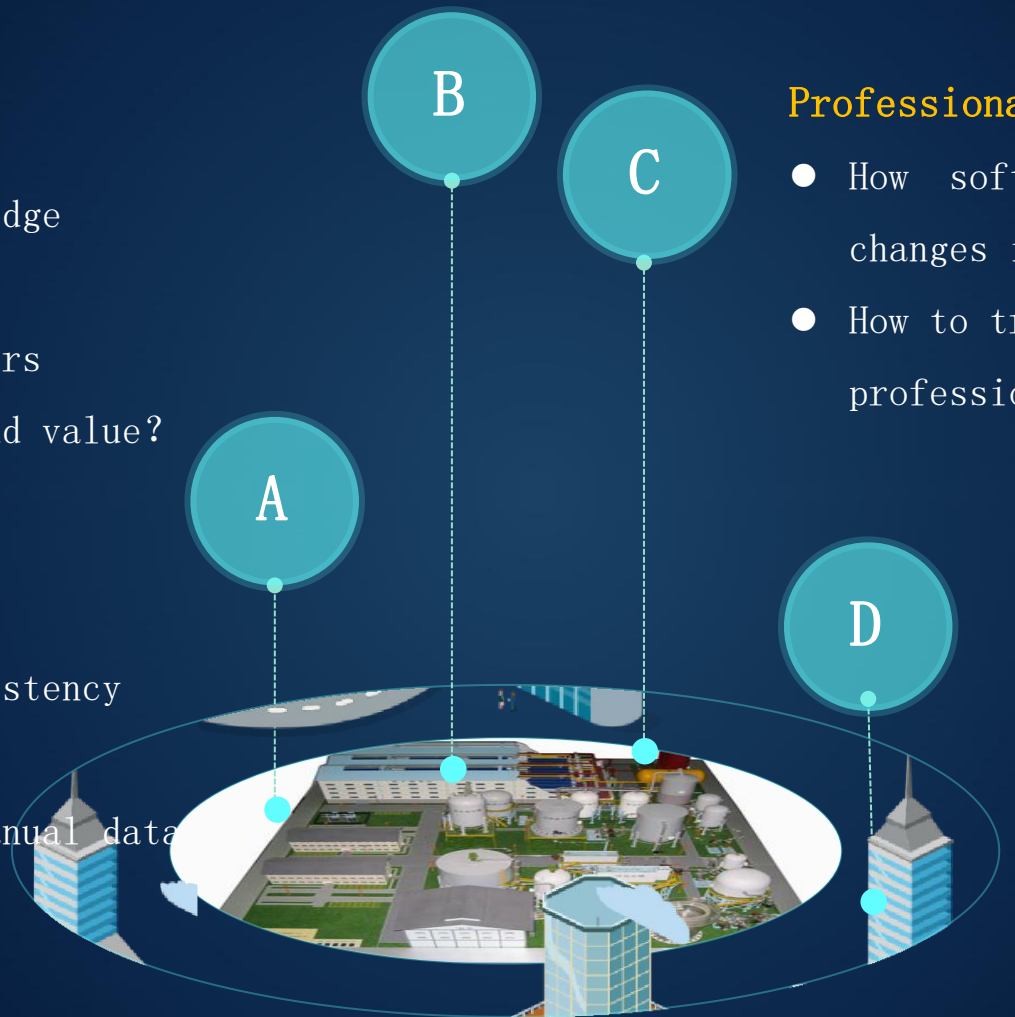
Problems Industrial Operating System Solves

Lack of data formation and transformation

- Lack of experience & knowledge sharing
- Aging of professional workers
- How does historical data add value?

Data Island

- Chimney architecture, data incompatibility and inconsistency between systems
- Inefficiencies caused by manual data entry



Professionals need tools to do their best

- How software development meet rapid changes in demand
- How to transfer gold experience to professional algorithm

Unable to respond quickly to changes in external markets

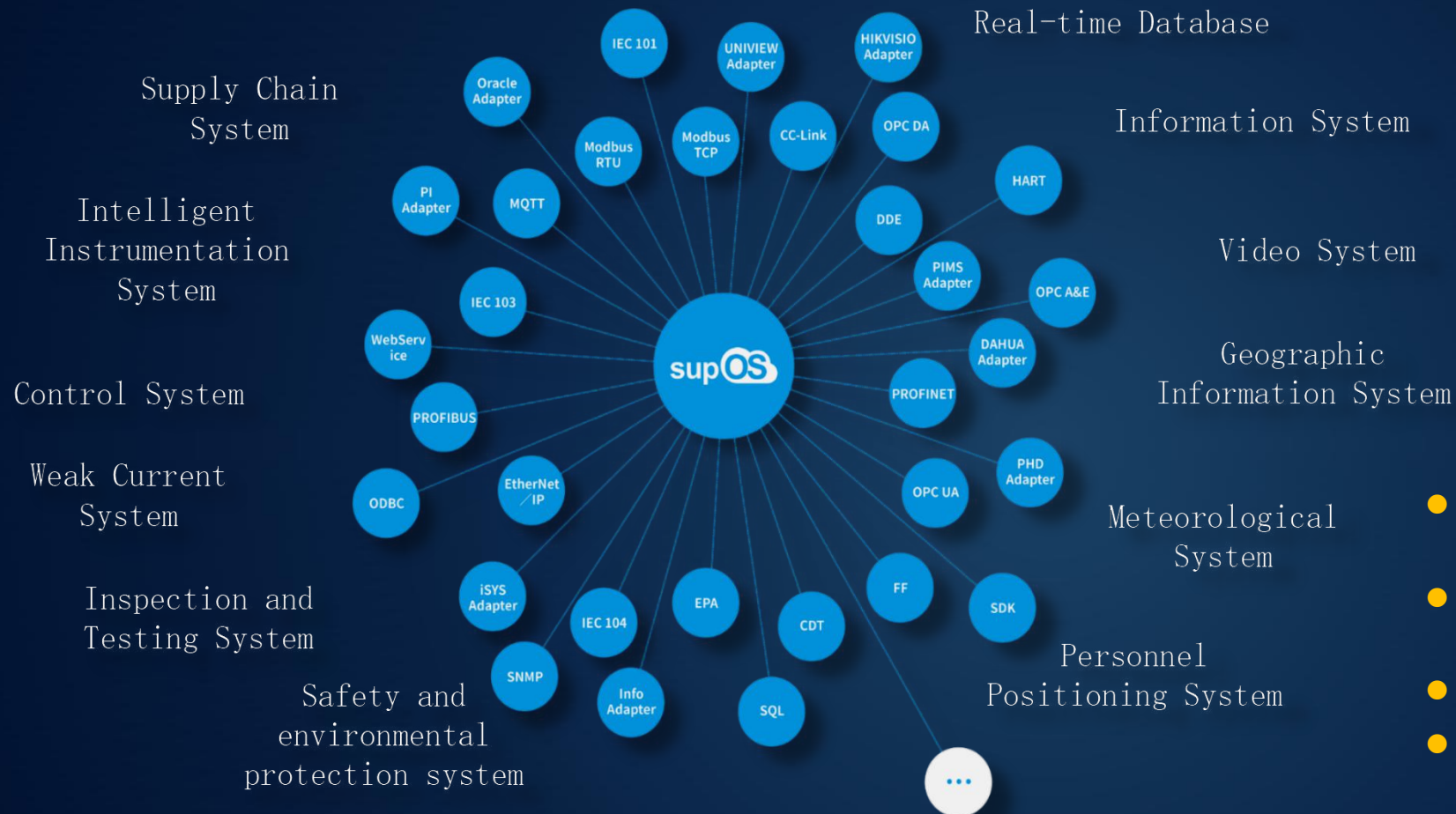
- Inefficiency and lag of traditional data collection and analysis
- Unable to perceive market and industry dynamics

Internal optimization interconnection
External market driven

supOS Industrial Operating System



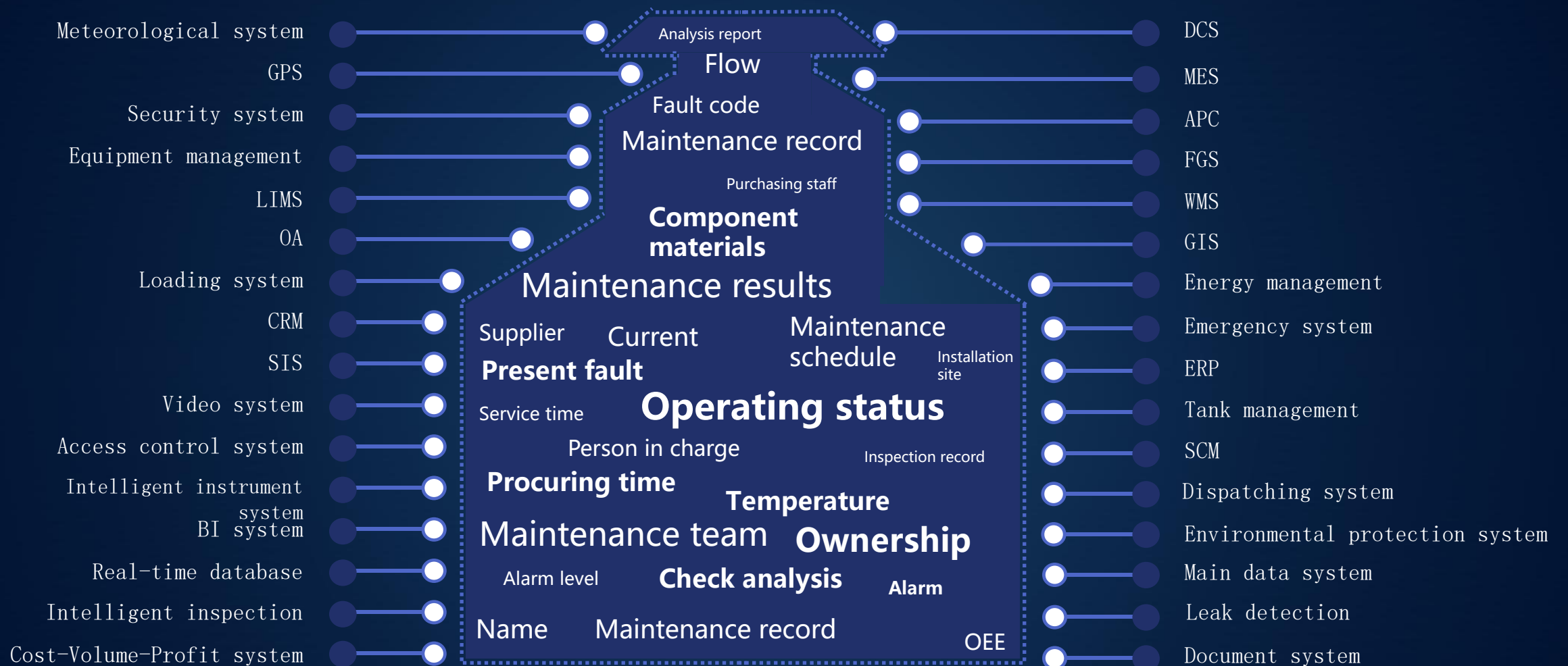
Technical Feature 1: Full Factory Data Integration



- Access to dozens of common industrial communication protocols
- Access to industrial real-time database, e.g. PI/Infoplus etc.
- ERP interface, e.g. Ufida /SAP etc.
- Latest IoT ways, e.g. OPC UA, MQTT etc.

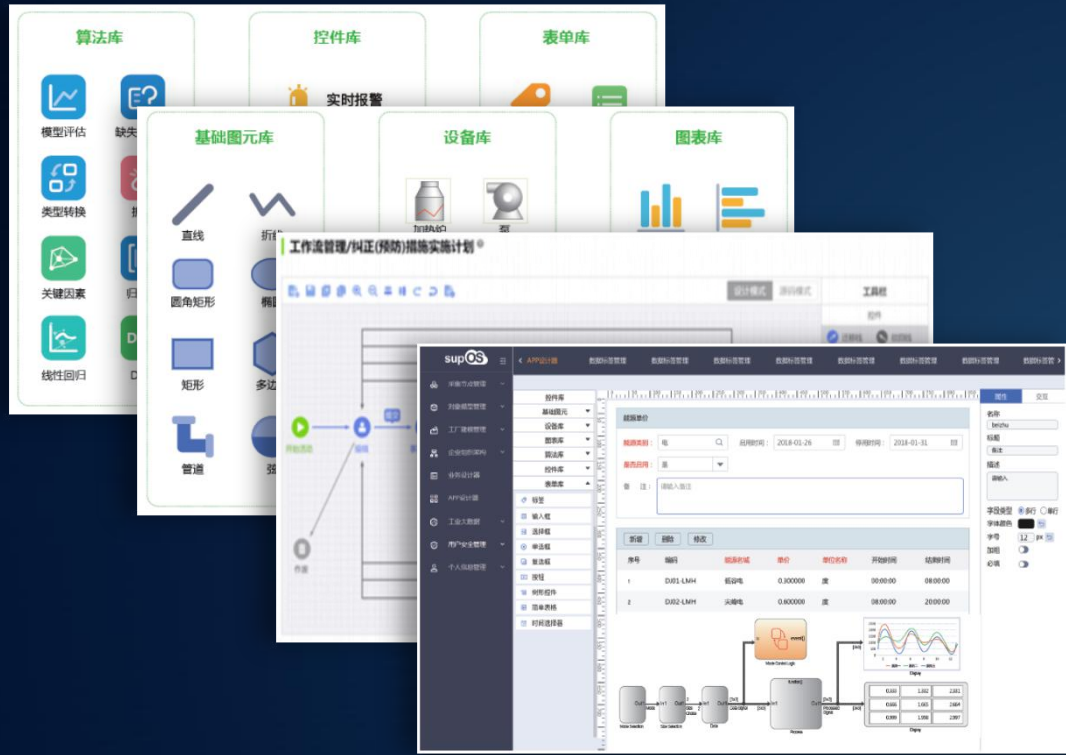
Factory universal connector helps realize all-round information perception and effectively integrate production data, management data and operation data of the factory

Technical Feature 2: "Global Digitization" - Basis of CPS system

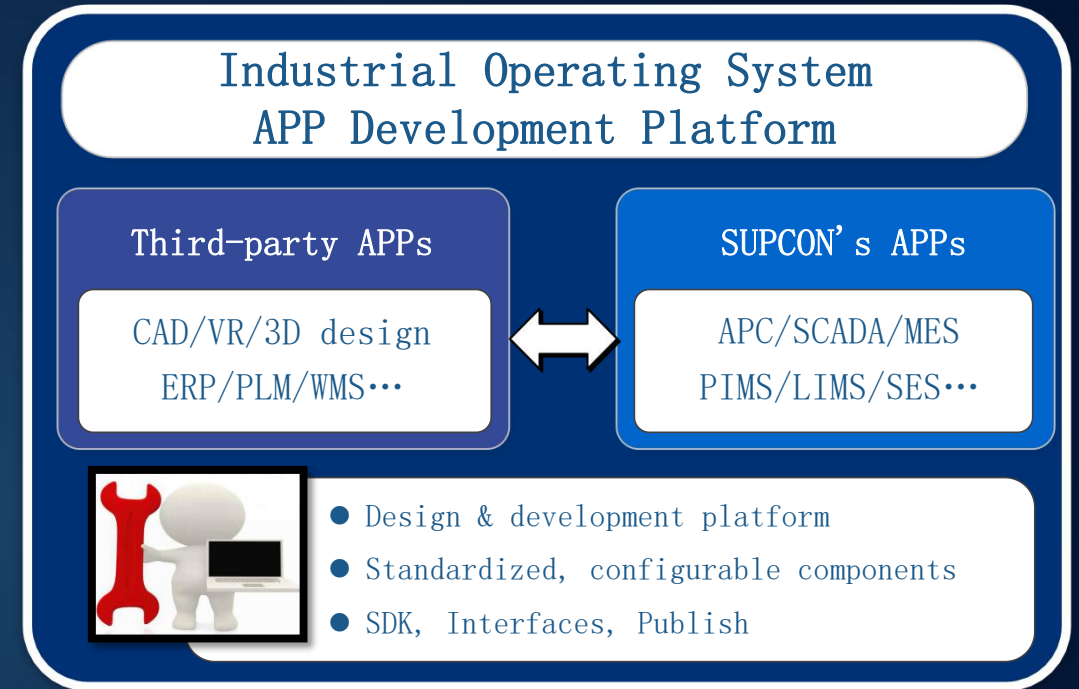


Full Information Portrait of Equipment

Technical Feature 3: Graphical Configuration Industrial APP Development



- Apps can be built by drag and drop
- Data Analysis/Rapid design and development
- Simple tools and SDKs



Business logic
visualization

Graphical drag
configuration

Zero coding of
common function

Technical Feature 4: Big Data and AI Application (e.g. Voice interaction)



1. Interactive large screen solution (simple Q&A)
2. Voice statistics (key equipment information, security risk information)
3. Voice calculator (production load, key parameters)
4. Voice scheduling (utility adjustment, scheduling order, etc.)
5. Voice knowledge base (SOP operating materials and technical documents)
6. Voice production tracking (device production status)
7. Simple voice control (PH value, liquid level control, etc.)
8. Intelligent voice analysis (material balance, frequent alarm, etc.)
9. Mobile terminal voice interaction

Technology Feature 5: Mobile Terminal Collaboration

Process Alarm

Work Flow

Video Surveillance

Intelligent Inspection

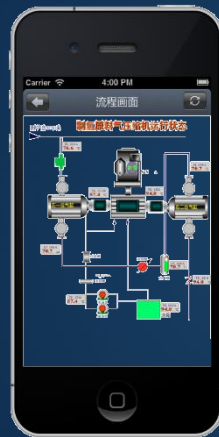
Mobile Inspection

Safety Management

IM Synergy

Function Customization

Report browsing



Flow chart browsing

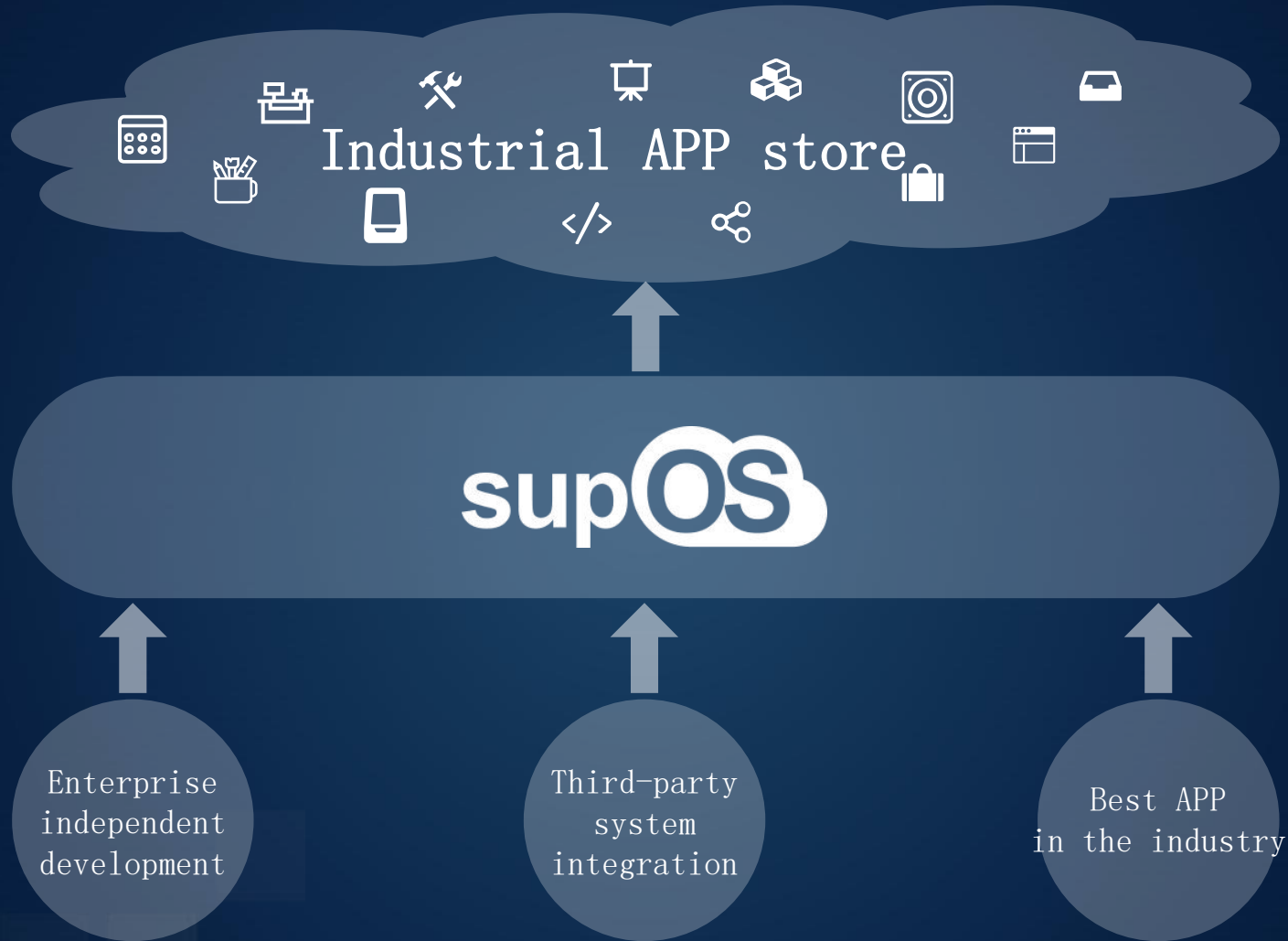


Alarm notification

Building a "Handheld Factory"

Have key production conditions under control anytime and anywhere

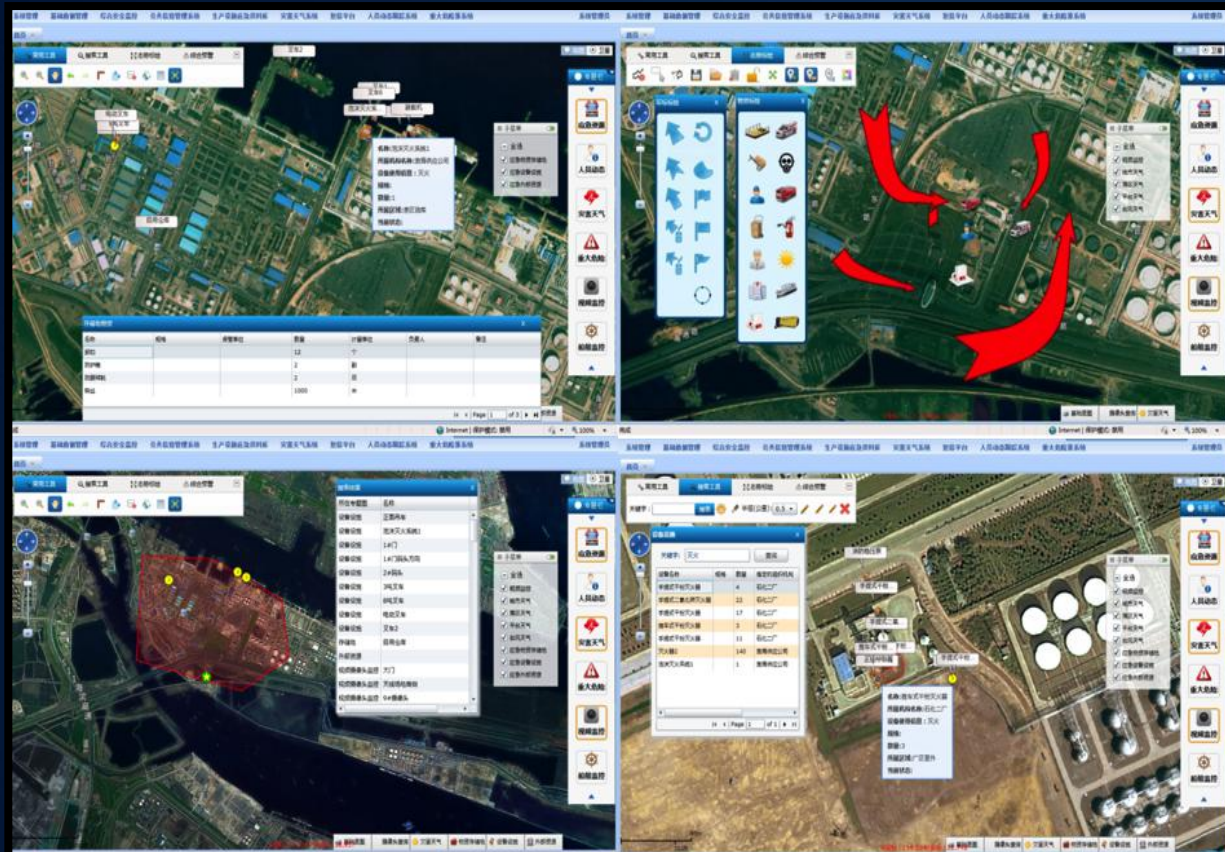
Co-create Open Platform Ecosystem



Industrial Intelligent APP

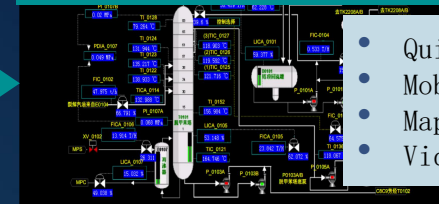


Scenario Solution: Safety management and emergency command platform APPs



Area division	Production facility layout	Fire protection arrangement	Emergency evacuation route
Sensitive area division	Distribution of emergency resources	Distribution of emergency resources	Hazard source distribution
Satellite imagery	Electronic map	CAD drawings

Hazard source monitoring



- Quick alarm
- Mobile reminder
- Map location
- Video linkage

Personnel dynamic monitoring



- Real-time positioning
- Track playback
- Abnormal alarm
- Personnel statistics

Video integration



- Streaming media technology, Enterprise level monitoring

Safety operation monitoring



- Regional job distribution
- Work unit information
- Job process monitoring

Safety information visualization



Safety and environmental protection management personnel

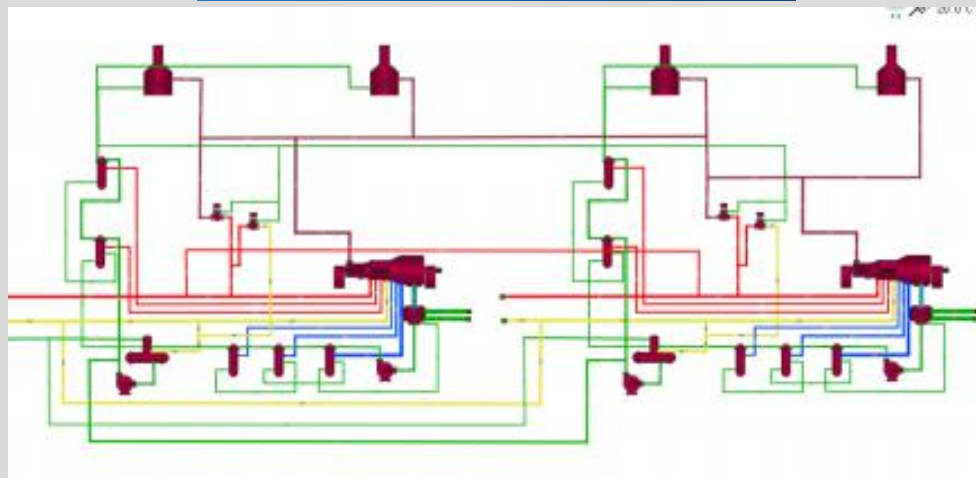
Scenario Solution: Equipment maintenance APPs

Dynamic Equipment Monitoring and Diagnosis Unified Platform

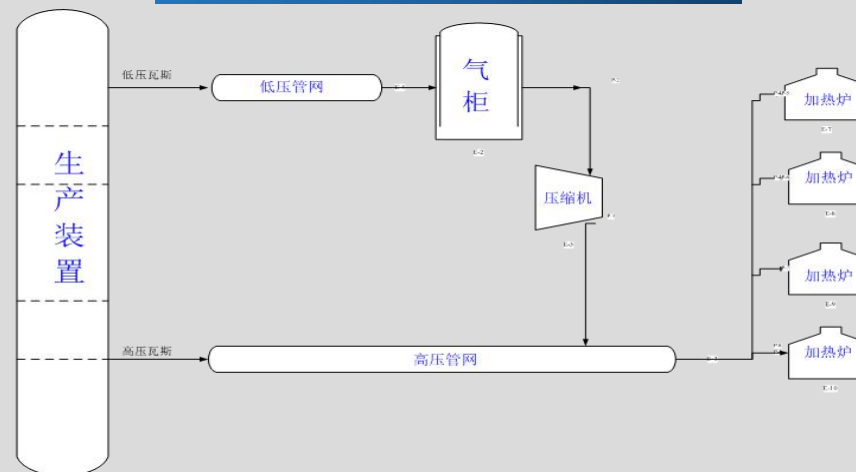


Scenario Solution: Energy Management and Control APPs

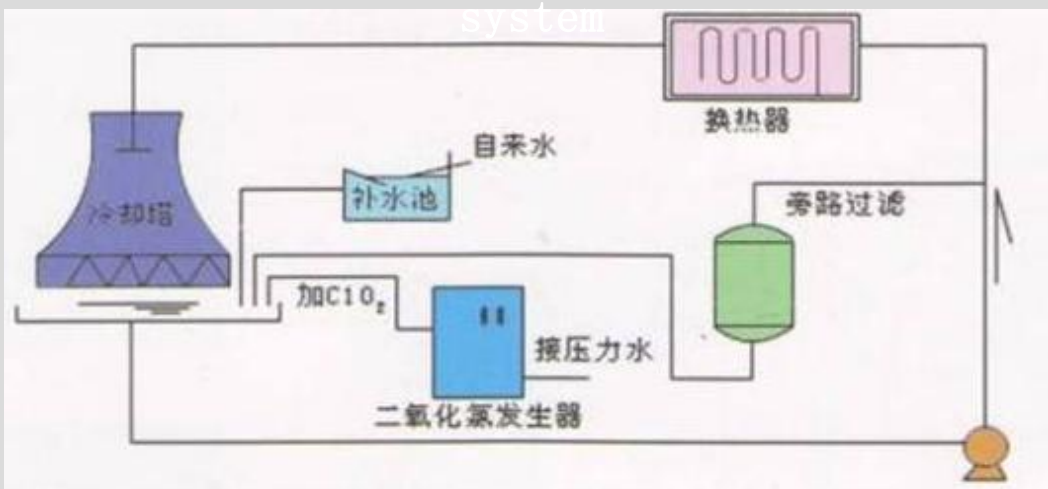
Steam and Power System



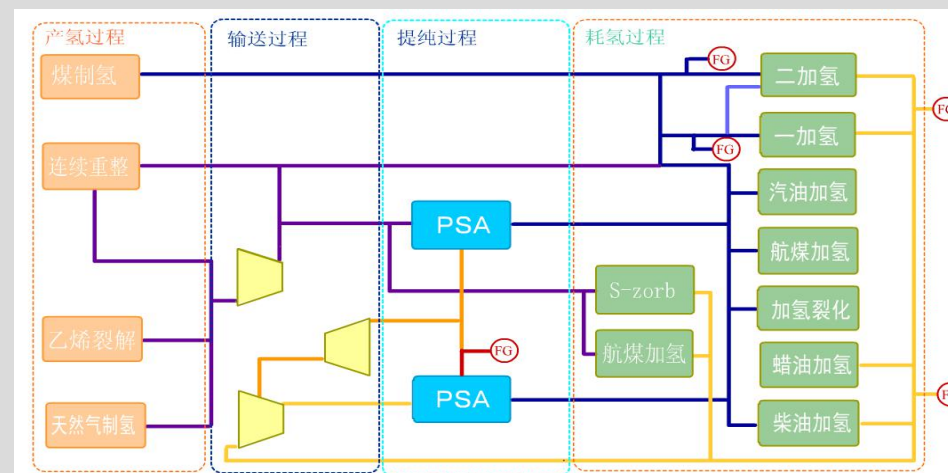
Fuel gas system



Circulating water system



Hydrogen system



Scenario Solution: Operation optimization APPs based on big data

2 Cluster by working conditions, generate case base, and select operation cases by KPI



3 Process parameter setting



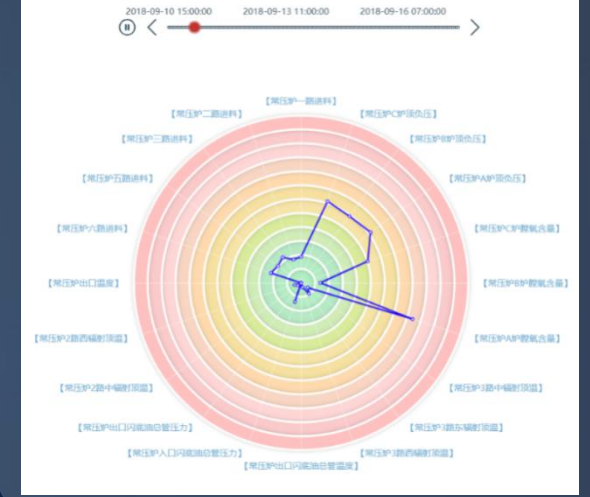
Target value

Execution



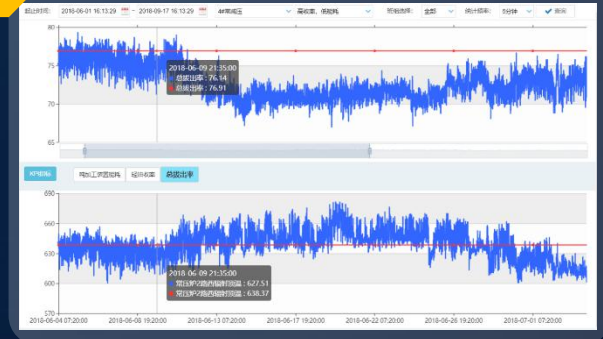
Process units

4 Operation execution deviation tracking



Monitoring

5 Data analysis, result review, operation case improvement



Improving

1

- Data collection
- Index calculation
- Data labels

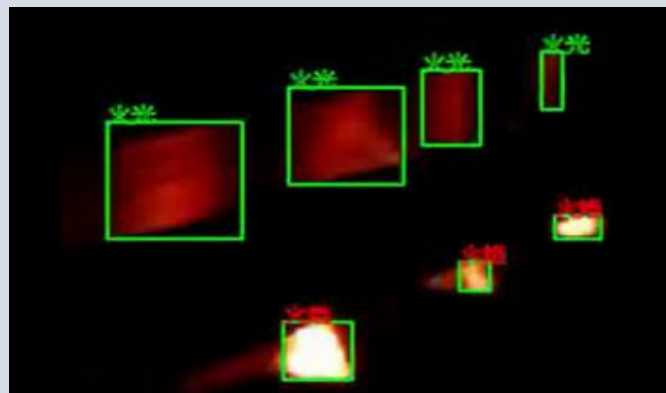
Support mainstream RTDB

- IP21
- PHD
- PIServer
- ISYS
- LIMS

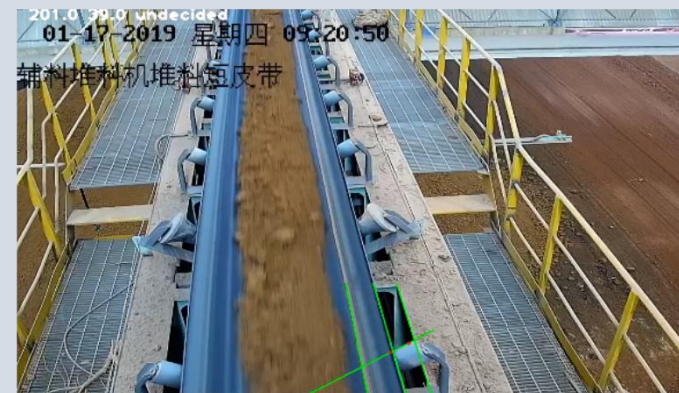
Scenario Solution: 5G+ Video intelligent detection and analysis APPs



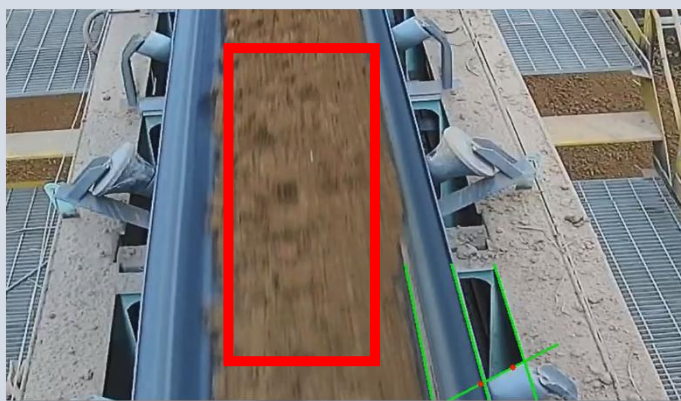
Feed port machine vision



Furnace flame scanning



Pulley deviation detection



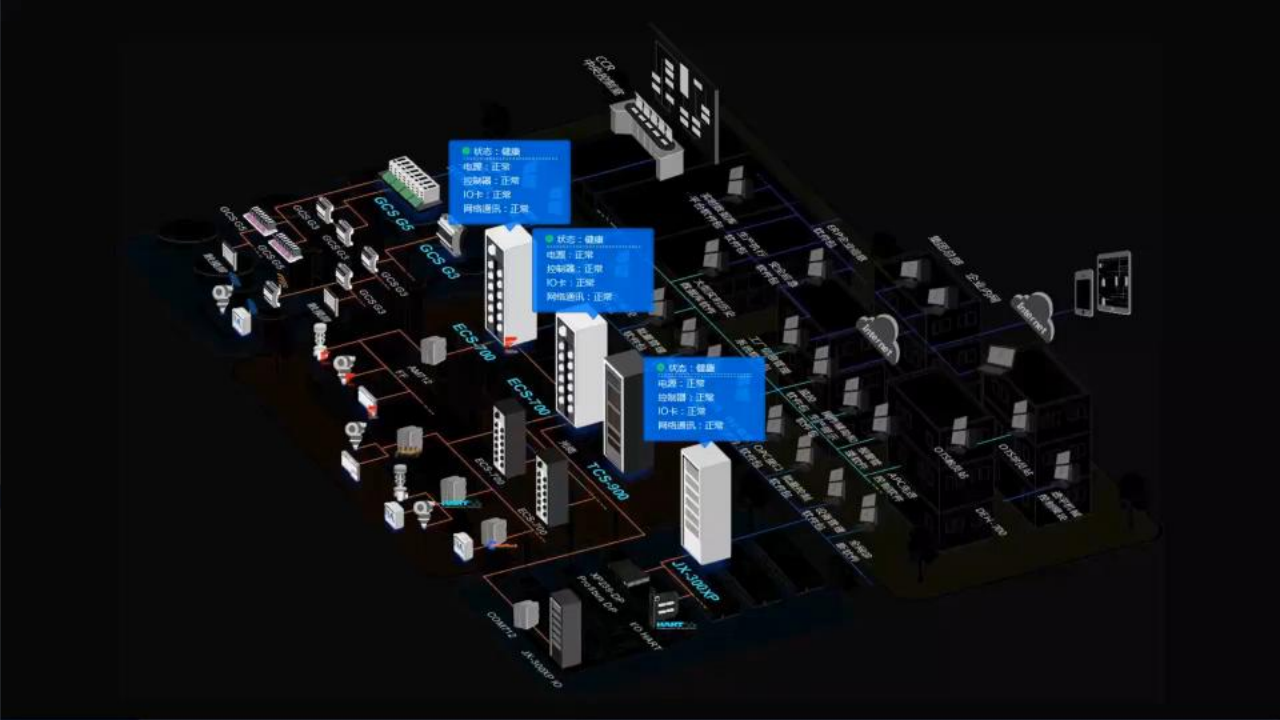
Belt break detection and warning



Online quality inspection



Production area equipment status monitoring





Agile operation



Full customization



Always online



Intelligent
decision-making



New value
proposition

Infinite Value

Digital Transformation of
Petrochemical Enterprises

The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.



Rupert Murdoch

Founder, News Corporation

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