From a traditional manufacturer to a data-driven technology company

Getting the print and packaging world ready for the future with Google Cloud

The challenge: Koenig & Bauer has one of the most extensive product portfolios in the industry, and a large set of different technologies to print on every possible material. In the past, multiple innovative customer-centric solutions, based on different technologies, have been successfully launched. But this has created data silos and disparate user experiences for the company's customers.

Why Google Cloud? Google Cloud offers Koenig & Bauer a proven data platform, and artificial intelligence (AI) solutions, which help them provide a consistent customer experience. Using manufacturing solutions from Google Cloud, including Looker, helped Koenig & Bauer integrate its analytics solution into its printing press product portfolio. This is helping their customers improve decision-making with intelligent data access.

The solution: As a pioneer for digital solutions along the entire life cycle of print products, Koenig & Bauer wanted to offer an end-to-end digital platform enabling customers to become faster, better, and more efficient. Koenig & Bauer used the Manufacturing Data Engine (MDE) to harmonize data from different machine types and business units. This provides a single user interface to visualize data and empower customers to create their own analytics dashboards. Benefits include: faster, significantly simplified evaluation of performance data from different sources, identification of previously hidden performance potentials, and long-term trend analysis for better investment decisions.
Manufacturing Connect allows Koenig & Bauer to ingest data from its machines in minimum time into the MDE, where the data can be used consistently across all machine types for their customers' analytical needs. Future business critical use cases based on Google Cloud's AI solutions can be implemented quickly and provide additional value for Koenig & Bauer and their customers.

Image credit: Koenig & Bauer

> " Google Cloud enables us to unlock the next level of innovation and lead the printing and packaging industry into the digital future."
> Sandra Wagner, VP Digitalization, Koenig & Bauer

About Koenig & Bauer: Koenig & Bauer is the world's oldest printing press manufacturer with the widest product range in the sector. For more than 205 years, the company has been synonymous with innovation in the global printing industry by offering high-end machines, custom-fit processes, and a wide range of services. The range encompasses printing solutions for banknotes, cardboard, foil, metal and glass packaging, books, displays, labeling, decors, magazines, advertising and newspapers.