

# Customer Case Study



## AkzoNobel adopts AMA's AR solution to take remote collaboration to the next level

### About AkzoNobel

AkzoNobel, a Dutch paint and coatings multinational, has been pioneering a world of possibilities to bring surfaces to life for well over 200 years. AkzoNobel's world-class portfolio of brands – including Dulux, International, Sikkens, and Interpon – is trusted by customers around the globe. The company is active in over 150 countries and has set sights on becoming the global industry leader. AkzoNobel has embarked on an ambitious digital transformation journey enabling its Grow & Deliver strategy.

### Challenge

AkzoNobel aimed to reduce travel costs and time, improve employee collaboration, and reinforce customers and suppliers' relations. On top of that, travel restrictions and consecutive lockdowns during the COVID pandemic led to a growing need to accelerate AkzoNobel's digital transformation.

### Solution

AkzoNobel selected AMA's secure XpertEye software platform, combined with a RealWear head-mounted device, to connect people reliably and in real-time worldwide for various remote collaboration use cases. XpertEye provides AkzoNobel the ability to interact effectively without the need for costly and time-consuming travel. XpertEye's Assisted/Augmented Reality capabilities such as remote zoom, pointer in the video stream, documentation options or real-time screenshot annotations make the overall experience intuitive and highly interactive while assuring a straightforward knowledge transfer. The robust RealWear head-mounted devices are easy to use, comfortable to wear, approved for use in hazardous areas, and can be voice-controlled for a completely hands-free experience.



## XpertEye key use cases and benefits

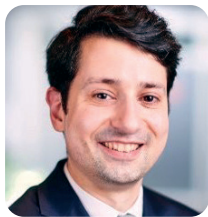
XpertEye is being used for the following use cases:

- Virtual site tours
- Remote equipment commissioning
- Quality audits
- Remote assistance
- Remote troubleshooting and customer support
- Remote training
- Best practices sharing



*The XpertEye solution has been adopted as the global standard for remote collaboration within AkzoNobel.*

*With AMA, we have found a great global partner who not only provides hardware and software but effective support services as well.* **Michal Kopaczewski**, Digital Architect



*We initially piloted selected use cases and quickly started to scale up the solution. It is easy to use and has a payback of only a few months. It is saving us travel between our different production locations, improving employees' and customers' experience, and helping us promote global standards as well as share knowledge.*

*Today we have more than 50 devices deployed around the globe and AMA's AR solution is recognized as a standard collaboration tool at AkzoNobel – especially for virtual site tours. We also see clear potential for new use cases such as guiding workers and display work instructions in real-time for complex operations.*

**Philippe Huberts**, Digital and Automation Technology Director

