

# Customer Case Study



## Wayne Farms: Forerunner in the implementation of smart glasses in the US poultry industry with XpertEye

### Wayne Farms' approach

WAYNE FARMS® is one of the largest poultry producers in the US, with annual sales exceeding \$2 billion. The company owns and operates 11 fresh and further-processed facilities throughout the Southeast produces more than 2.6 billion pounds of poultry products each year and employs more than 9,000 individuals.

Today, as the market changes and the **foodservice landscape continues to evolve**, Wayne Farms, through a strong culture of continuous improvement, is committed to **finding new ways to help its customers** develop the products they need.

Implementing **AMA's XpertEye** solution is part of that **long-term digital strategy**.

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*XpertEye is a great platform, that could impact the whole food safety industry. We will continue to use it even in post-Covid. It allows us to have a daily digital touchpoint with our customers, and stay committed to always meeting their needs,* **Juan Devillena**, Director of Quality Assurance at Wayne Farms.

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## Challenges

At the onset of the Covid-19 pandemic, both Wayne Farms employees and their customers were presented with **travel restrictions** and **visitor limitations to the company's facilities**.

Beyond travel restrictions, a major concern for Wayne Farms was also **to limit the number of people allowed on site**, to reduce the risk of health exposure, as a precautionary measure for both collaborators and animals.

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*We quickly started looking for a smart glasses solution. We had no idea that this technology was so advanced! After an in-depth benchmark, we chose AMA and its XpertEye kit – for us, it is the most secure and efficient platform.*

**Brandon Prestridge**, Quality Assurance Manager at Wayne Farms.

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## Use cases and benefits from XpertEye

Wayne Farms leverages **AMA's XpertEye software solution, embedded in RealWear HMT-1 devices**, for various use cases, such as:

- **virtual audits** by customers
- **product collaboration** with customers: in the context of a large chain or high-volume customers, Wayne Farms partners with them to create custom-made products, and uses XpertEye to review the production process.
- **remote collaboration** with co-packers: verification of corrective actions implemented by co-packers during the pandemic

XpertEye is also a **breakthrough remote assistance solution**: troubleshooting breakdowns on specific equipment (such as precision-guided water jet cutters) no longer requires a service technician to fly across the country. **The issue can now be fixed in two hours**, where previously the downtime could be up to 2 days.

For every use case cited above, the direct benefits are:

- **improving accuracy (of audits, food quality control etc.)**
- **reducing travel**
- **saving time**
- **cutting costs**
- **lowering CO2 emissions.**

*XpertEye is a breakthrough remote assistance solution: troubleshooting breakdowns on specific equipment no longer requires an expert to fly across the country and now takes 2 hours, where previously downtime could be up to 2 days.*

The **marketing team** also used the solution for **virtual visit** purposes. To show distribution partners the types of equipment and the processes Wayne Farms uses in the making of its products, Vice President of Prepared Food Sales Thom Bell walked the plant lines with the smart glasses on and narrated what he was looking at. The recording was then edited into a **marketing video**. *"This is a true asset to educate our distributors, about the products we are developing for them. This is going to help them sell our products better. It is also a tool for us to prepare the launching of new products"*, says **Jana Brackett**, Marketing Manager.

Wayne Farms indicates that they see possible other applications for XpertEye within the company, such as **animal welfare audits**. Performing **virtual auditing with smart glasses** could limit the number of people inside the broiler breeder houses and therefore help reduce the disturbance and stress to the birds further enhancing animal welfare. This could also offer **greater visibility** to Wayne Farms by allowing them to show their customers how the chickens are raised: an employee can **virtually walk visitors through the farm**, while they watch from the comfort of their own office.

## Successful implementation and ease of use

Wayne Farms' employees say they would have never imagined **using smart glasses in their farming profession** but now, **XpertEye is fully integrated into their daily operations**. The solution is perfectly **fitted to fieldwork**, hands-free, and with a voice recognition feature that works even with the thickest southern accent.

XpertEye is web-based: **fast to set up**, it doesn't require downloading an app. Wayne Farms employees describe its **interface as completely user-friendly**. To conduct a quick **audit**, or in case of **remote support emergency**, for instance, it only takes a quick share of an invitation link, click on it, and start the videoconference.

During the implementation phase, AMA's commercial team in the US was **dedicated to guiding** Wayne Farms through the process, offering **training sessions**, responding quickly to any demand, and making sure **the deployment was a total success**.

