

<b>Session</b>	<b>Glass in The Digital Age</b>
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## AGP Data Strategy and the Power of Unlocking Data Silos

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### Biography

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### Abstract

In the current market environment, the glass industry faces significant challenges from legislators and alternative packaging materials. Digitalization plays an important role to face these challenges. 'Ardagh's' digitalization transformation is built around 5 specific pillars. As part of this strategy hot end performance remains a critical topic not only for Ardagh but for the container glassmaking industry as a whole. Connectivity to our data silos is an important initial step to deliver on this strategy. Through the collaboration with Heye and the development of SmartLink, we have established flexible 2-way communication between our IS-machines and any 3rd party supplier, unlocked one of our core data silos and set the stage for further automation, centralized monitoring, and efficiency increases.

