

## Automation – taking customers' performance forward

Tampere site visit November 26, 2015

Sakari Ruotsalainen, Business Line President, Automation



## History of Automation in Tampere

1920's An aircraft repair Workshop founded in Helsinki to repair aircraft instrumentation

#### 1936

**Division** is opened in Tampere



#### 1944

Measurement and control instruments for the process industry begin to develop



#### 1968

**Valmet Oy Instrument** Works established in Rantaperkiö







#### 1940's

The first black box "Mata Hari" invented and produced in the State aircraft factory in Tampere





#### 1953

Precision mechanics division established, introduction of pneumatic measurement and control system



## History of Automation in Tampere

1960

The Airmatic, a pneumatic measurement and control system



1970

Elmatic-100

system, electronic

instrumentation

#### 1980's

Damatic, the first Distributed Control System (DCS)

Acquisition of Sentrol Systems (QCS)

Damatic XD, modular second generation DCS



#### 2000's

**IQCaliper-L IQFiber** 

**IQInsight** IQProfilers (IQSteam Pro) **IQCaliper-L** PaperIQ Plus **Multivariable Model Predictive** Controls (MPC) metsoDNA CR 24/7 ProCenter for DCS 24/7 ProCenter for QCS PaperIQ Select



#### 2015

Metso Process Automation Systems to Valmet

Valmet DNA





2015 Valmet IQ



#### 1990's

PaperIQ, QualityControl System (QCS)

Metso Incorporated (the merger of Valmet Automation Inc. and Neles Controls)

metsoDNA, Dynamic Network of Applications



Metso PQV, web inspection system

**Metso DNA** 

Metso IQ Metso IQ for corrugators

Metso condition analysis services

Vapo, peat and water monitoring service







## Valmet today at Lentokentänkatu

### **Automation**

- R&D
- Project operations
- Sales and Services
- Management and support functions

>480 employees





## Pulp & Energy

- Product and technology
- Delivery operations
- Management and support functions

>540 employees







## Automation business line

### Contents

- 1 Automation is a strong business with great positions
- 2 Automation market drivers
- We take our Customers' performance forward
- 4 Strategy implementation through Must-Wins
- 5 Summary



Automation is a strong business with great positions



## Automation business line overview

Extensive range of process automation and information management solutions to take our customers' business performance forward

Global network of expertise close to our Customers

Strong R&D investments across the automation offering

## Global market leader with #1 market position in pulp and paper

Industry-leading product portfolio
Comprehensive services

Niche leader in Bio and Waste-to-Energy power plant automation

### 2014 figures

Net sales **EUR 297 million** 

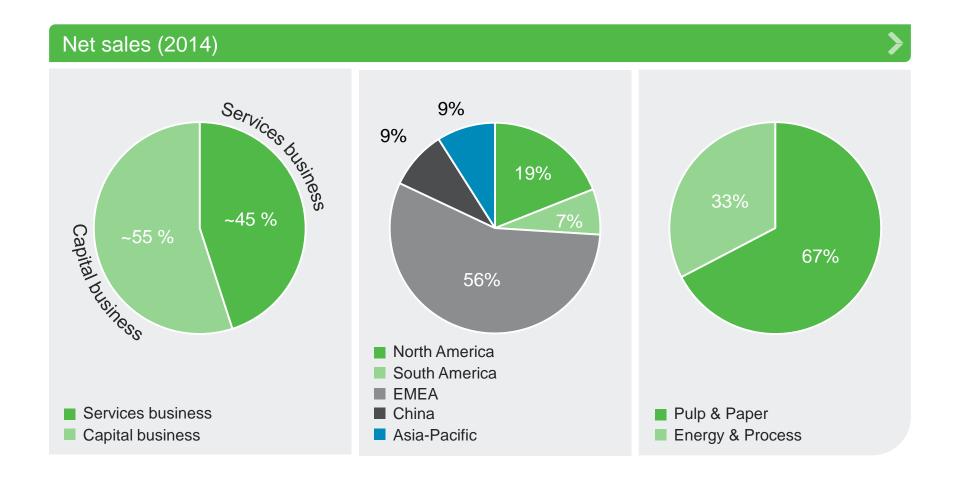
Orders received **EUR 336 million** 

Employees 1,600





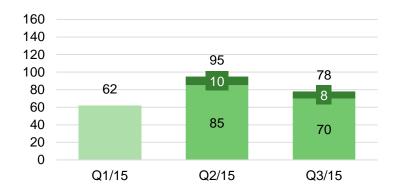
## Automation business line overview



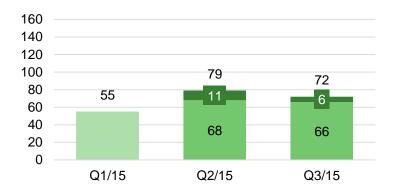


## Orders received in Automation totaled EUR 78 million in Q3/2015

Orders received<sup>1</sup> (EUR million)



Net sales (EUR million)



- Orders received, internal (from other business lines)
- Orders received, reported
- Orders received, total (including internal)

- Net sales, internal (from other business lines)
- Net sales, reported
- Net sales, total (including internal)

- Orders received EUR 78 million in Q3/2015
  - Internal orders received amounted to EUR 8 million
  - EMEA accounted for ~50% and North America for ~30% of orders received
  - Pulp and Paper accounted for ~70% and Energy and Process for ~30% of orders received
- Net sales EUR 72 million in Q3/2015
  - Internal net sales amounted to EUR 6 million



<sup>1)</sup> Q1/2015 orders received is calculated from Metso's reported figures and pro forma figures excluding Process Automation Systems and are therefore indicative only. Q2/2015 and Q3/2015 figures are Automation business line figures.



## Customer base



### 90% of business directly with Customers



## Automation has a history of modest growth but high and resilient profitability

## Modest growth in net sales



## High and resilient profitability

- Relative stable margins during the last 10 years, EBITA margin 10– 12%
- Strong service business, based on large installed base and captive business model
- High-level technology and knowhow business with high barriers to entry

Since 2006, Automation's EBITA margin has exceeded 10% every year but two

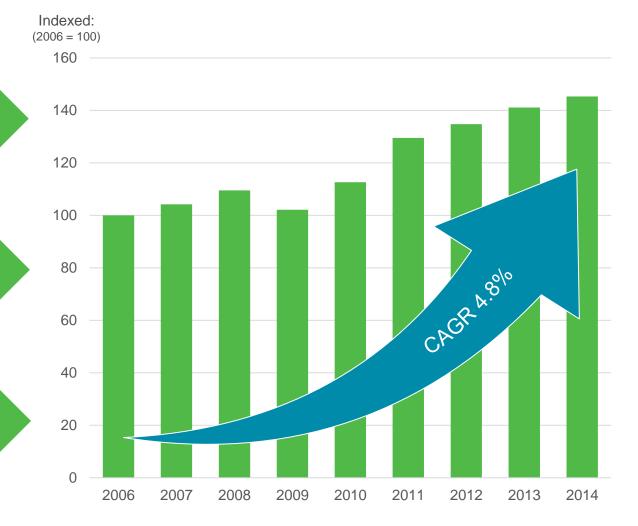


## Automation's service business has grown steadily

Valmet's installed base grows constantly

Customers have less own maintenance resources

Customers need to take process quality and performance forward





## Automation serves it's customers across plant life cycle

**Process** plant



**Automation** business



### Process plant life cycle

Up to 30 years

Operate, maintain and optimize

- Process availability
- Process performance

#### **Services**

- Performance services
- · Agreement services
- Field services
- · Spare parts & factory maintenance

### **Projects**

- Augment automation level
- Automation renewal



#### Refurbish and reconfigure

 Change processes and technology

#### Projects<sup>1</sup>

- Major system reconfigurations
- Automation rebuilds

1) Considered as new installed base projects in this illustration



13

Design, construct and

commission

Initial process

investments

· new mills, plants and

production lines

**Projects** 

## Our automation offering









### Advanced automation and process monitoring solutions and services:

- Distributed Control System (DCS) Valmet DNA
- Performance solutions
- Quality Control System (QCS)
- Profilers
- Analyzers and measurements

- Industrial internet solutions
- Automation services
- Process simulators
- Safety systems and solutions

Industry's widest offering in pulp & paper Valmet DNA DCS delivered to other industries as well



## Proven performance

### Valmet has delivered more than

**4,500** automation systems 40,000 analyzers and measurements

Over **1,000** power plants worldwide utilize Valmet's process automation

### Valmet is

**#1** in QCS, analyzers and measurements

#1 in pulp performance optimization using advanced controls.

**#2** in pulp & paper control systems

Niche leader in Bio and Waste-to-Energy power plant automation





## Customer results in pulp and paper markets 2010–2014

More than **60** new tissue and board lines automated

More than **600** new QCS and Profiler system deliveries

More than **200** QCS and Profilers competitor system replacements

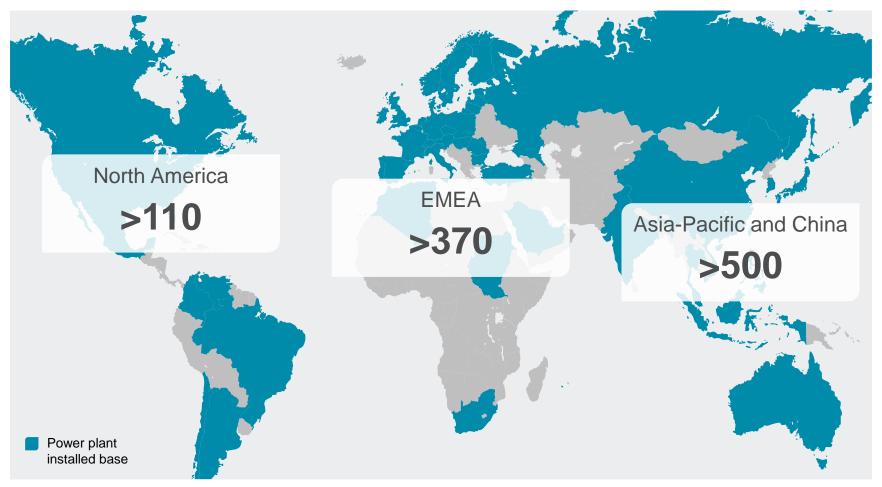
More than **100** competitor DCS/PLC replacements

Market leader in analyzers





## 1,000 power plants worldwide utilize Valmet's process automation



Includes Valmet's systems delivered by partners



## Automation market drivers



## Market drivers and opportunities

- Anticipated long-term market growth
- Estimated market size for the current offering (EUR)
- Valmet's market share



Energy, Process and Marine

~1% p.a. **1.0** bn

~20%

~2% p.a.\_

**1.0** bn

~10%

## Market drivers

- World trade, e-commerce and emerging markets growth
- Rise in purchasing power and living standards
- Ageing production assets

- Urbanization and growing middle class especially in emerging markets
- Growing share of renewable energy generation in the energy mix

### Competitors

- ABB, Honeywell, BTG

## Automation's short-term opportunities

- Short term opportunities
  - Very large ageing competitor installed base of systems
  - Valmet synergies in new mills and lines as well as rebuilds
  - Healthy services demand

- ABB, Emerson, Siemens, Yokogawa
- Softness in short term opportunities, especially in new power generation projects
  - Power plant retrofit market active
- Marine: cruise market active
- · Healthy services demand



We take our Customers' performance forward



## We take our Customers' performance forward

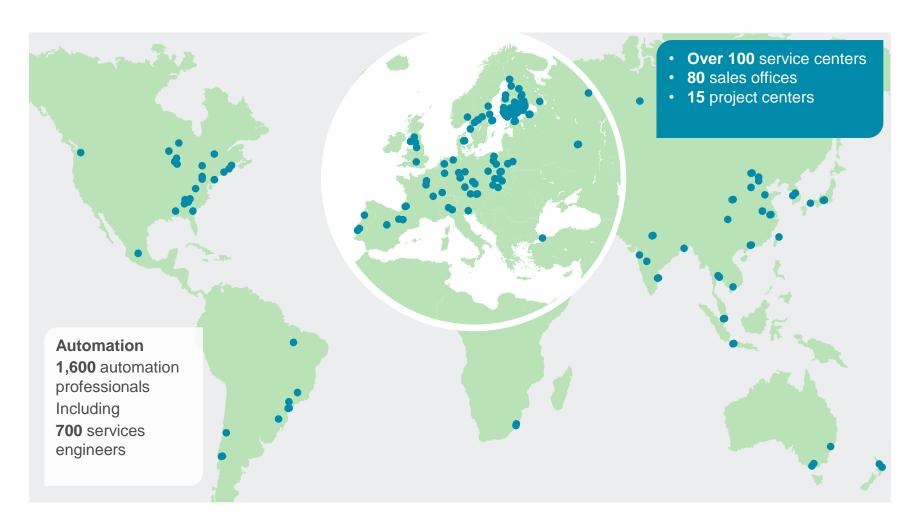
- 1 Expertise close to our Customers
- Business model with flexibility and intimacy
- 3 Continuous innovation & renewal
- Combining process technology, automation and services
- Industrial internet delivered every day





## Strong global presence close to our customers

Over 100 locations in 33 countries





## Our business model is based on high customer intimacy with a flexible delivery system

#### **Flexible**

**Project execution Product supply** 

### **Engineering**

60% Project management and lead

engineering in-house

40% Project engineering by external partners

and service providers

#### Supply chain

20% In-house assembly and final testing

80% Outsourced & externally purchased

components, sub-assemblies

**Customer intimate** Sales & Service

Direct sales and service network >90%

<10% Growing strategic partnerships

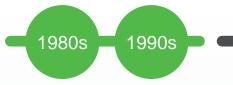
Several partner business models applied

High degree of outsourced engineering and supply chain Net working capital (NWC) 8% of net sales

'Two-fold market model' through direct sales and partnerships



## Continuous technology innovation & renewal to move our customers' performance forward





2010

#### Introducing the next level in automation

2016

2015

Damatic "Classic"

**Automation foundation** 

- Damatic XD
- Damatic Xdi
- PaperIQ
- Kajaani anazyzers

- Metso DNA (now Valmet DNA)
- Integrated condition New IQ Profiler monitoring
- Turbomachinery controls
- Virtualization
- Compact controllers •
- High-density I/O's
- Metso IQ (now Valmet IQ)
- IQ Fiber
- Image-based sensors

 New MD & CD Controls

2014

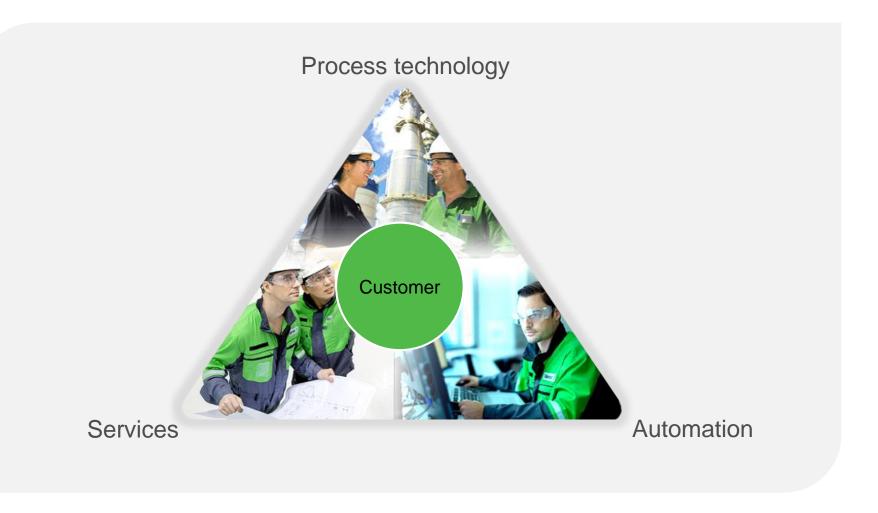
- actuators
- IQ Induction Profiler
- Next gen Web Inspection systems
- Rotary
- · OC. LC
- LS, Alkali R
- MR Moisture, FS5
- KappaQC
- Corrored
- Alkali C

- Valmet IQ 2015 family launched
- Valmet DNA growth story continues
- Analyzer and measurement portfolio grows even stronger

... and in addition significant cost-out element in all new products launched



## Valmet's unique offering combines process technology, automation and services





## Valmet's key capabilities combined to take customers' performance forward

Challenging fuels in use or plan to change fuel diet

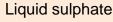
**Boiler type:** CFB, BFB & grate boiler Additives in use or plan to use

Occuring super heater corrosion





Process conditions with challenging fuels: Steam temp > 420C Material temp -> 450 C





Solid sulphur









#### Valmet's Solution

- Process, materials & fuel knowhow
- CorroRed analyzer + process sampler
- Additives injection
- Control system

Increased Superheater lifetime 3-10 yrs Payback in 4-6 months



## Valmet has a solid foundation for Industrial Internet





customers

connections

27

over 70,000 I/O

tags

## Our unique offering can be fully integrated into Industrial Internet

#### Remote Services

- Advanced Analytics
- Performance optimization
- Remote Support

- Maintenance planning
- Remote condition monitoring

#### On-site visualization and analytics

- Process visualization
- Information and historian platform
- **Energy management**
- Control performance

#### Control and instrumentation

- Distributed control systems
- Advanced process control solutions
- · Quality control solutions

- Data communication
- Vision systems, instrumentation and analyzers

#### **Process** technology and expertise

- Pulping and Recovery
- Heat and Power generation

- · Board and Paper making
- Tissue making





## Centralized control room

## Undisclosed energy customer



## **Background and Customer's target**

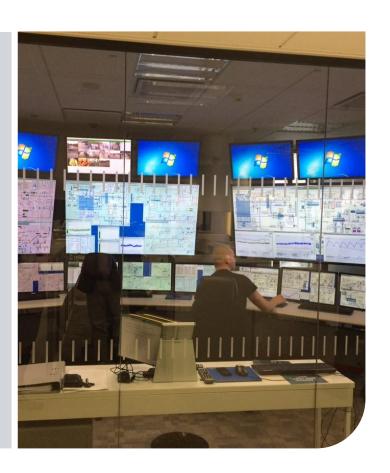
- Energy customer with 26 plants
- Target to centralize operation control to one location to achieve cost savings in the plants and securing best operating competence to all plants

#### **Our Solution**

 Centralized Valmet DNA control room in one physical location – 11 plants now operational

#### **Benefits**

- Cost savings in the plants
- Accumulating the best operating competence
- Identifying best control strategies via benchmarking plant performance to central control room to boost plant performance





## Predictive component lifetime modelling

## Undisclosed paper mill



### **Background**

· Paper Mill with Valmet Paper Machine

### Challenge

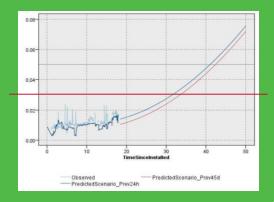
To reduce total cost of ownership (TCO) for several significant components

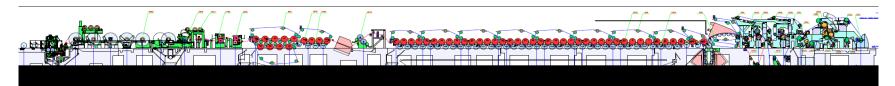
#### **Our Solution**

- Mill connected to Valmet Advanced Analytics research environment
- Advanced Analytics performed on Mill data to investigate potential for TCO optimization
- Analytics allows TCO optimization through
  - Lifetime prediction
  - Model parameters
  - Model status
  - Expert recommendations

## **Results:**

- Accurate lifetime predictions to Mill
- Enables fast learning of new component behavior
- Improved component lifetime







## Strategy implementation through Must-Wins



## Strategy implementation via Must-Win initiatives

#### **Must-Wins**

#### Must-Win initiatives for Automation business line



## Customer excellence

- Further strengthen our capabilities close to customers
- Win market share through competitor replacements
- Grow partner business
- Provide customer benefits by combining process technology, automation and services
- Drive services growth

## Leader in technology and innovation

Continue to renew and expand offering

## Excellence in processes

- Implement Lean to improve end-to-end performance
- Save 10% in procurement
- Improve health and safety

## Winning team

- Nurture shared values
- Drive high performance
- Continue globalization of our capabilities



## Summary



## Summary

### We have

- Delivered strong and stable business performance
- Great market positions
- Strong footprint of experts close to our Customers
- Market leading technology solutions
- Strategy to continue winning market share

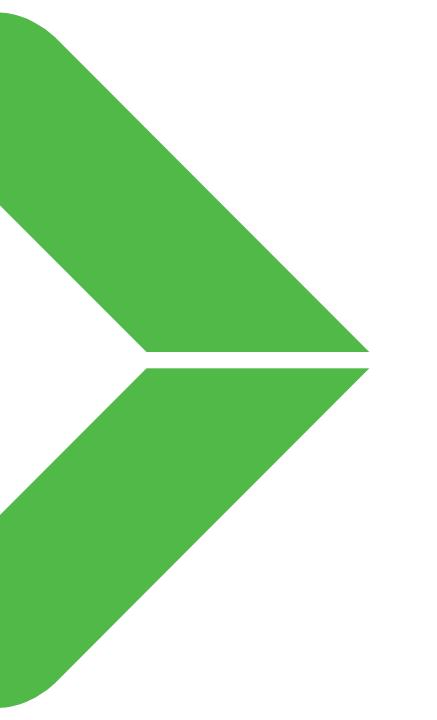
### We are

 Committed to taking our Customers' performance forward









# Energy and process automation – well positioned for long term growth

Tampere site visit November 26, 2015

Jukka T. Pulkkinen, VP, Energy & Process Systems



### Energy and process automation

### Contents

- 1 Our market focus and our position
- 2 Technology and services offering
- 3 Well positioned for long term growth
- 4 Valmet takes Customers' performance forward in energy
- 5 Summary



## Our market focus and our position



## Valmet has a good position in energy and process industries, including marine

#### Energy and process industries

- We have consistently developed the energy automation system business for over 20 years
- Strong market position in bio and waste-to-energy
- Blue-chip partnerships based on our technology
- Long-term business cooperation with process industry customers

### Marine industry

 We have a strong position with leading European shipyards as well as world's leading cruise line companies and other ship owners

Solid energy and process industry business with good long-term growth opportunities



Addressable market:

~EUR 1 billion

Market growth rate:

~2%

Valmet's market position:

Established niche position

Main competitors:

ABB, Siemens, Emerson, Yokogawa



## Technology and services offering



## Automation offering for energy and other process industries

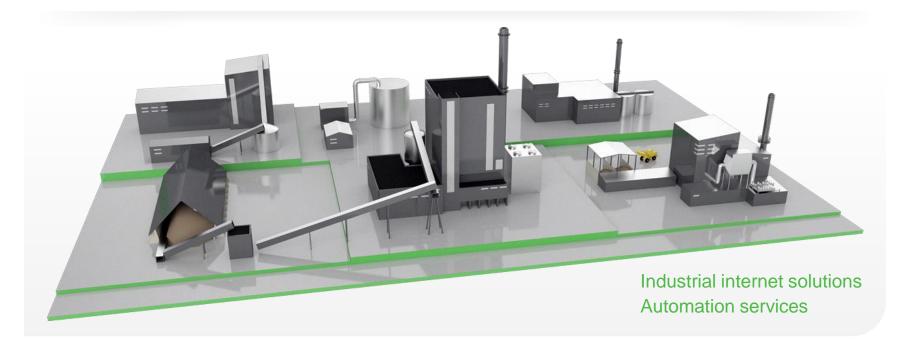
## Distributed Control System (DCS)

- · Process controls
- Information management
   Analyzers and measurements

#### Performance solutions

- Advanced process controls
- Plant management applications
- Energy management solutions
- Condition monitoring

- Process simulators
- Safety systems and solutions





Well positioned for long term growth



### Well positioned for long-term growth

#### **Target market**

Biomass and multifuel power plants

Waste-to-energy plants

New power generation capacity in China and India

New power generation capacity in other Asia-Pacific

#### Marine

Solid process industry business in selected countries

Growing installed base of our own technology

### **Automation's proven opportunity**

Valmet is a market leader in solutions for biomass industry. Use of biomass for power generation has it's place in the global energy mix.

Valmet is a market leader in European waste-to-energy. Recovery of energy from waste by incineration is part of any modern waste management system.

Rapid power generation new capacity growth.

Market commanded by state owned or controlled entities.

Automation's approach with strategic partnerships.

Several Asia-Pacific countries such as Indonesia, Thailand and Vietnam adding power generation capacity.

Automation works with key EPC's and other partners in the region.

Valmet in a leading position in cruise vessel automation.

Overall, >160 vessels of an average 2500-berth capacity estimated to be needned up to 2025 from nearly 70% global cruise passenger growth

Valmet has established long term business co-operation in process industry automation in CIS (oil and gas) and Finland.

Installed base with Valmet's automation's technology has grown steadily over the years.

Growing installed base converted into service agreements.



Market leader in European waste-to-energy automation

#### UK **Finland** Ineos Runcorn, Manchester phase 1 **Norway** Westenergy Oy Ab, Vaasa • Ineos Runcorn, Manchester phase 2 · BIR Avallsenergi, Bergen MES Environmental, Dudley • MES Environmental, Wolverhampton Estonia Over 60% market Waste Recycling Group, Lincolnshire · Eesti Energi AS, Tallinn share in UK • Veolia Environmental Services, Staffordshire Sweden SITA Suffolk Åmotfors Energi Ab Viridor Oxfordshire Ardley Viridor Cardiff Cory Environmental, Riverside London Veolia Environmental Services, Newhaven **Poland** Sita. Cleveland 4 & 5 Bialystok SSE Ferrybridge Multifuel project Krakow Buckinghamshire • Dundee Energy Recycling, Dundee • RWE Markinch, Glenrothers **Austria** · London Waste, London · A.S.A., Zistersdorf AVE Wels II France AVE Wels I Valmet AVE Lenzing Veolia, Prociner

· Veolia, SIAP

Italy

· Veolia, Piacenza

Veolia, Energonut

• Trattamento Rifiuti Metropolitani, Turin

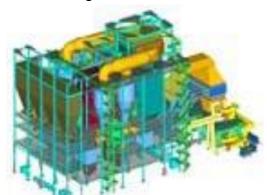
- Hitachi Zosen Inova (former Von Roll Inova)
- **Keppel Seghers**
- **CNIM**
- Martin GmbH
- Posco E&C
- Other Technology or Automation Replacement



## We have automated world's largest multifuel FBB plants



Alholmens 240MW – World's largest multifuel boiler



Neyveli Lignite 250MW – India's largest FBB



Nacogdoches 100MW - Largest biomass boiler in US



Sha Lang Tan 300MW – China's largest FBB



Lagisza 460MW – World's largest FBB – OT CFB



## India's leading power plant EPC trusts Valmet's automation technology

India's leading power plant EPC and equipment (manufacturer BHEL trusts Valmet automation technology (>360 deliveries)



- State-owned and largest power plant equipment manufacturer in the closed Indian power market operating as an engineering and manufacturing company
- BHEL has over 70% market share in India
- Several technology licensing agreements with major western technology providers including Valmet for process automation
- TCA (Technology Collaboration Agreement) with us since year 2000

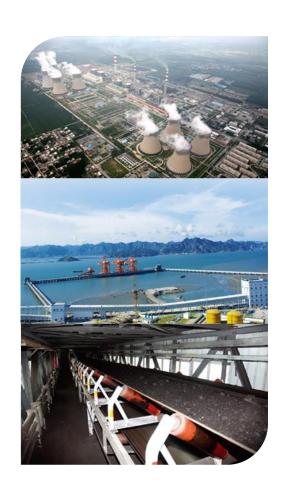




## JV with SAC Guodian Nanjing Automation to address Chinese thermal power market

China Huadian Corp, China's second biggest power producing company with 130GW installed base trusts Valmet's technology

- JV between Valmet and SAC Guodian Nanjing Automation Co. Ltd
- SAC Guodian Nanjing Automation Co. Ltd is a power automation company majority-owned by China Huadian Corp.
- Provides DCS technology to complement digital power plant offering in turn-key deliveries for Huadian Corp's thermal power plant projects





## Valmet DNA automation system on board flagship cruise liners

Valmet DNA systems sold to 31 vessels including flagship cruise liners since 2011

- >600 ships sailing with Valmet's technology on board
- Automation system for a cruise liner is the same size as for a big pulp mill













Valmet takes Customers' performance forward in energy



## Minimizing safely our customer's fuel costs with Valmet combined capabilities for biomass use

Kuopion Energia Oy, Finland



### **Background**

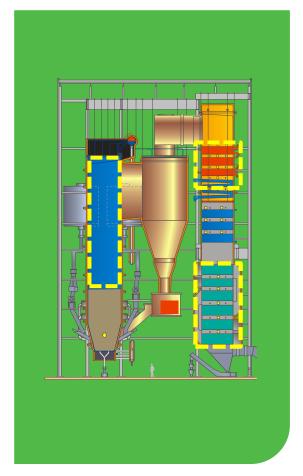
- Kuopion Energia Oy produces electricity and district heat for the residents of the city of Kuopio, thus production reliability is in high priority
- · Long term partnership with Valmet

### Challenge

- · Main fuels are peat, woody biomass and other bio based fuels
- During summer bio based fuels are up to 100 % and all year around 50% of the fuel consumption
- Heading for more cost efficient fuel mix will add risks of corrosion of the super heater

#### Solution

- Software for reporting, controlling and predicting hightemperature corrosion & optimizing the fuel diet
- Corrosion Reduction Analyzer online measurement unit analyzing the corrosiveness of flue gases





## Summary



### Summary

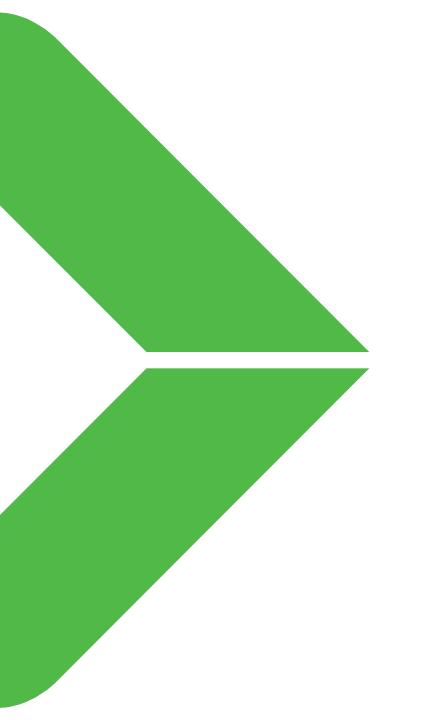
## Solid energy, process industry and marine business with good long-term growth opportunities

- Market leader position in biomass & multifuel market can strengthen further in Valmet
- Leverage strong position in Waste-to-Energy market in Europe to new geographic areas
- Marine cruise market is active and we have strong position in Europe, new geographies such as China will grow in the near future
- We have strong position in India and China with our partners and continue to penetrate to other Asian markets with EPC contractors









# Valmet – world leader in pulp and paper automation

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Juha Koistinen, VP, Control & Measurement Systems



### Pulp and paper automation

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- 1 Strong market position
- 2 Technology and services offering
- 3 Pulp and paper market is a growth market
- We take our pulp and paper customers' performance forward
- 5 Summary



## Strong market position



## Automation has a strong position in pulp and paper

- Pulp and paper is globally a niche segment, where Valmet is the #1 player
- Very high entry barriers limits number of potential new entrants
- Competitors have been losing focus
- Very strong offering due to continued R&D investments
- Global customer reach
- Captive service business model

Valmet is the only supplier in market with process technology, services and automation



Valmet's market position:

#1-2

Main competitors:

ABB, Honeywell, BTG



## Technology and services offering



## Unique and market leading automation offering

#### Scope/product

Distributed Control Systems (DCS)

- DCS for process and machines controls
- Condition monitoring
- Information management
- APC (Advanced Process Controls)



Market position in pulp and paper

Main competitors

#2

- ABB
- Honeywell
- Emerson
- Siemens
- Yokogawa

Quality
Management
Systems

- QCS (Quality Control Systems)
- Profilers
- Web inspection and web break analysis systems



**#1-2** 

- ABB
- Honeywell
- Yokogawa
- Voith
- Paperchine
- Procemex
- Cognex
- Isra

Analyzers and measurements

- Paper analyzers
- Pulp analyzers
- Pulp consistency measurements
- · Conductivity measurements
- Power analyzers



#1

- ABB
- BTG
- PulpEye

Source: Management estimates



## Completely renewed market leading Quality Management System product family launched





**2015** Valmet IQ 2015

2015 New IQ Quality Vision

2012 Metso WMS and WIS

2012 Metso IQ system

2008 PaperIQ Select – intelligent scanning

2004 One Source IQ Profilers

2004 PaperIQ Plus – fast scanners, MPC controls

**2001** IQInsight – non-scanning measurement

1995 PaperIQ – modular, intelligent sensors

1990 First fully integrated QCS and DCS system



Pulp and paper market is a growth market



### Pulp and paper is a growth market for Automation

#### **Driver**

Growing paper demand in emerging markets

Growing demand for tissue and packaging board globally

A lot of ageing mill capacity worldwide with >15 years old automation installed base

Customers' continuous need to invest in performance improvements

Growing installed base

#### **Automation's proven opportunity**

Greenfield production lines

- Emerging markets (APAC)
- Tissue & board
- Pulp

Automation replacement market expected to be active

Automation degree increases (QCS, analyzers) Performance gaps in pulp and paper adjacents, e.g. corrugators

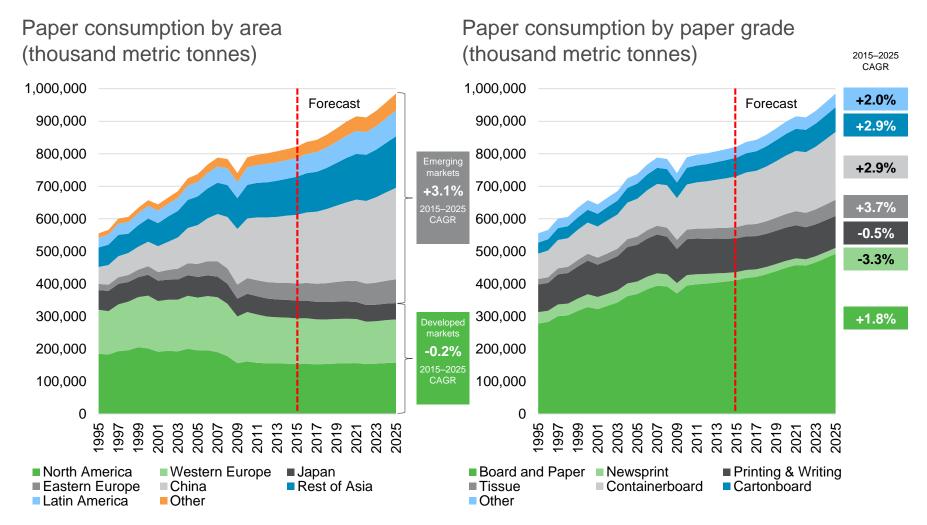
Automation's technology installed base has grown steadily over the years

Project to service agreement conversion is high





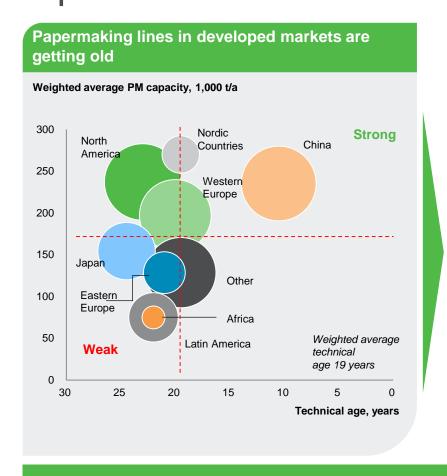
### Global paper demand expected to grow

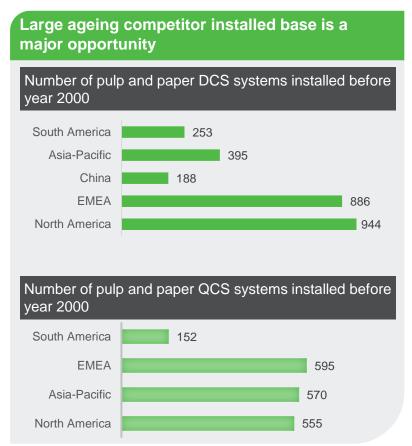






## Pulp and paper automation replacement market expected to be active





Automation has replaced >300 competitor DCS, QCS and Profiler systems 2010-2014



64



### We address pulp and paper makers' challenges

## Energy

· High energy utilization per ton of production

#### **Production**

- · Maximize tonnage by eliminating process downtime and increasing speed
- Brain-drain

### Quality

Ever stricter end-customer requirements for product quality

#### Costs

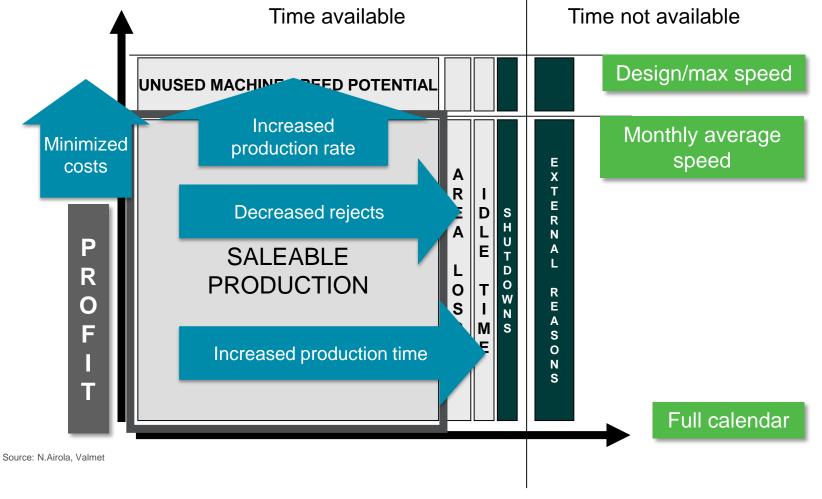
- Commodity grades compete on price costs are critical
- Minimize use of expensive fibers and other raw materials
- · Less manpower related costs

Technology and services offering addressing all major customer challenges





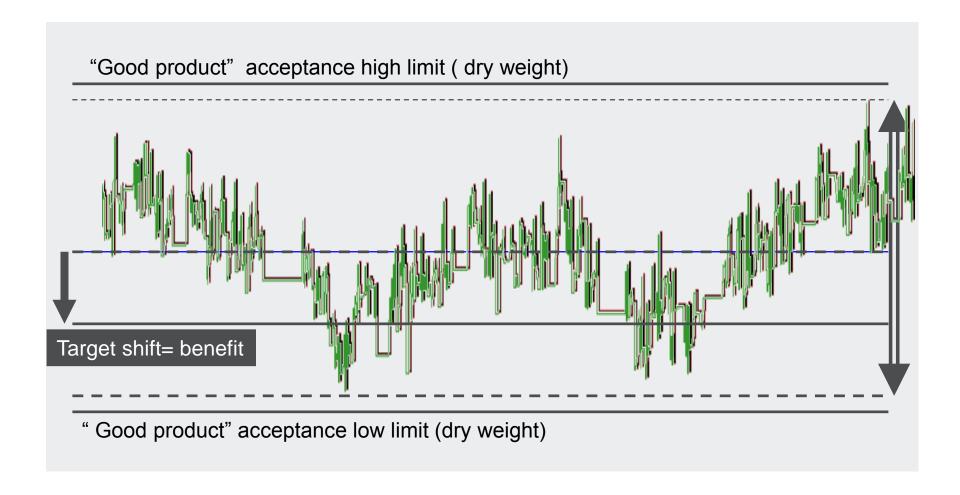
## How can improvements in production efficiency and cost savings be achieved







## Earning model: Fiber savings via improved stability - target level shift in MD or CD







## Continuously growing installed base turns to service business

300 to 400 new systems installed every year



>70%
project to service
agreement conversion





We take our pulp and paper customers' performance forward



## Combining Valmet's strengths to take Customers performance forward



#### Background

- Stora Enso Heinola mill's target was to improve broke refining with a refiner rebuild
- Re-fitted refiner from Varkaus mill to Heinola

#### Path to the solution

- · Customer's inquiry included refiner refit and automation elements
- Collaboration with Customer leads to turn-key Valmet solution including also process engineering, equipment and installations as well as project management

#### Valmet Solution

Turn-key delivery of broke refiner rebuild including e.g.

- · Electrical, instrumentation and automation engineering and installation
- · Process equipment, fittings and piping
- Valmet DNA system and applications
- Project management
- Process training

#### The Results

 Significant tensile stiffness increase immediately after start-up



"When Valmet offered to not only refurbish the refiner, but provide us with a turnkey delivery of the whole project it was an excellent option. It's easy to work when there is only one partner."

"No need to run trials for the performance guarantee, we could see the results in normal operation"

#### Mr. Tero Karvinen

Production Superintendent, Stora Enso Heinola

Several follow-up performance improvements since this project



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## Summary



### Summary

- Market leader in pulp and paper automation
- Pulp and paper is a growth market for us
- Committed to taking our customers' performance forward





