

# Maximo Application Suite

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# GEMBA



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## IBM Acquires McDonald's McD Tech Labs to Seal Drive-Thru AI Partnership

ERIC HAL SCHWARTZ on October 27, 2021 at 1:00 pm



McDonald's has sold McD Tech Labs to IBM for an undisclosed sum, kicking off a partnership to develop an automated drive-thru service. The restaurant chain formed McD Tech Labs in 2019 after acquiring voice tech startup Apprente and bringing its AI research in-house. IBM's contribution may accelerate the rollout and upgrades to McDonald's voice assistant-operated drive-thrus just as experiments with the concept are starting to proliferate.

### IBM MCD

McD Labs applies the voice and speech recognition developed by Apprente to understanding and converse with people ordering food at the drive-thru. McDonald's had worked with Apprente to run [field tests](#) of its Automated Order Taking (AOT) tech at a single McDonald's ahead of the acquisition. This year, McDonald's installed a voice assistant in [10 drive-thrus](#) around Chicago, though Kempczinski said it was only 85% accurate at the time, with one in five orders still requiring a human to take the order. The rollout was followed immediately by a class-action lawsuit claiming

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- THE LATEST DATA

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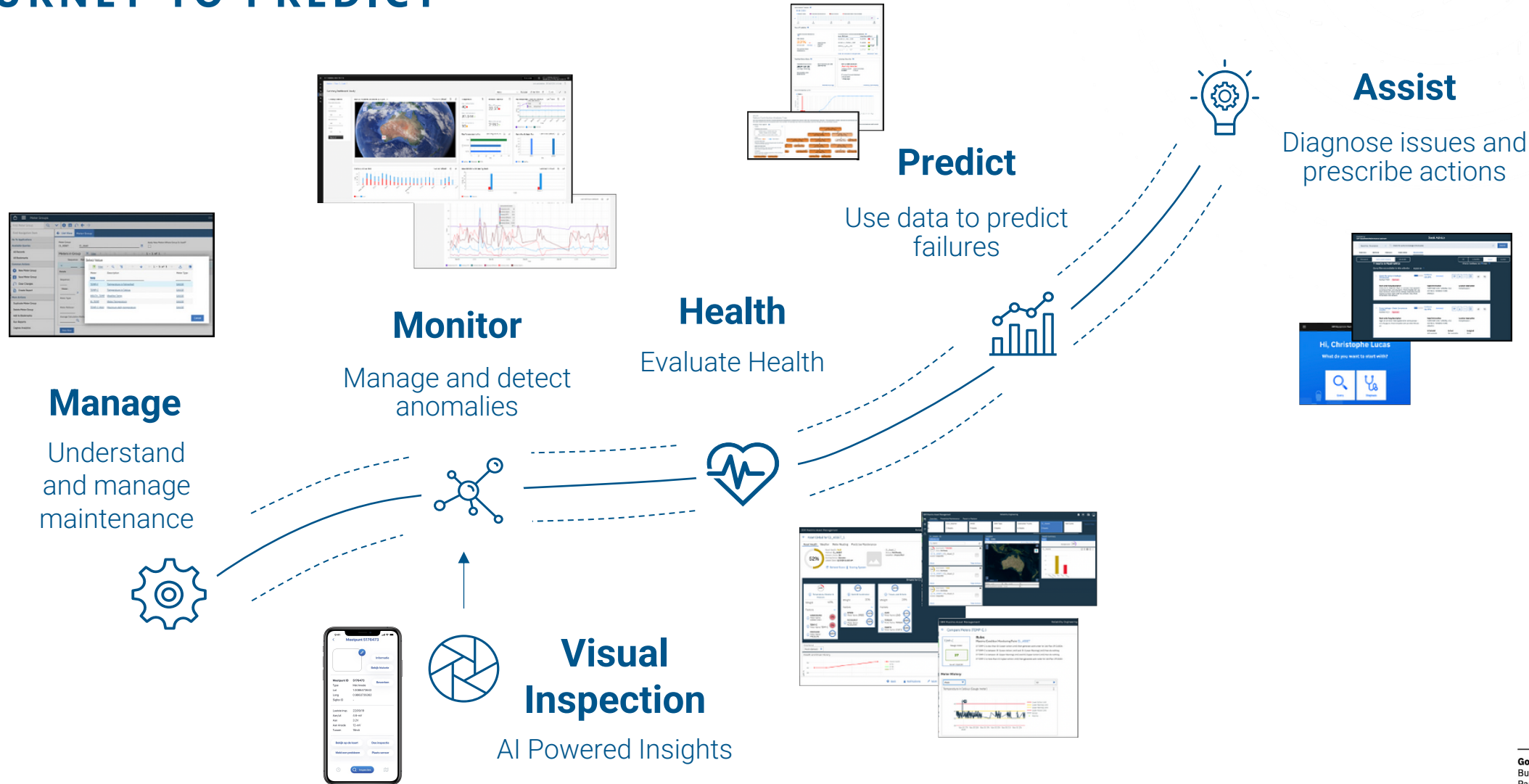
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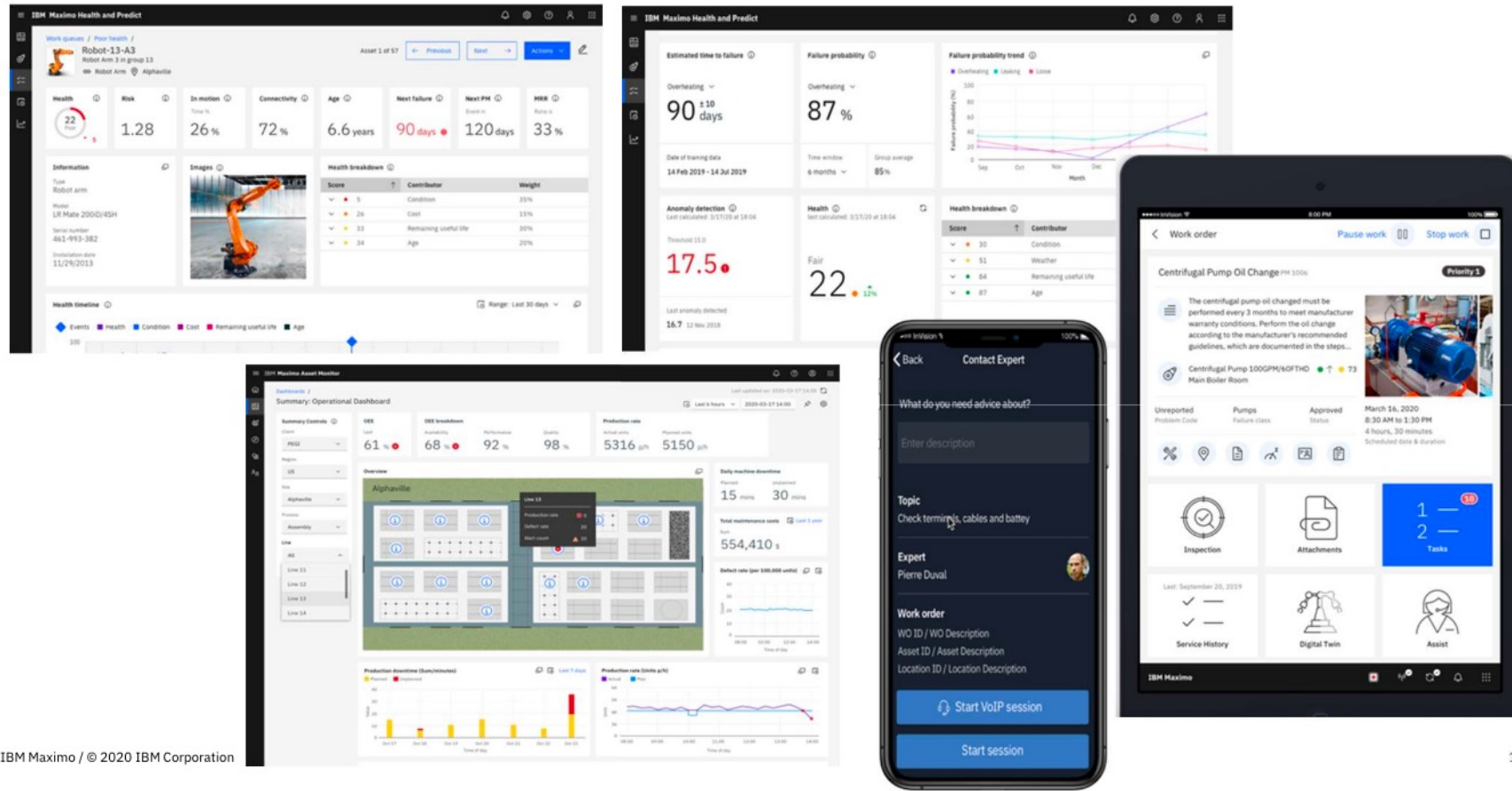




## JOURNEY TO PREDICT



# Maximo Application Suite Scenario



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## IBM MAS Monitor

### Business Value

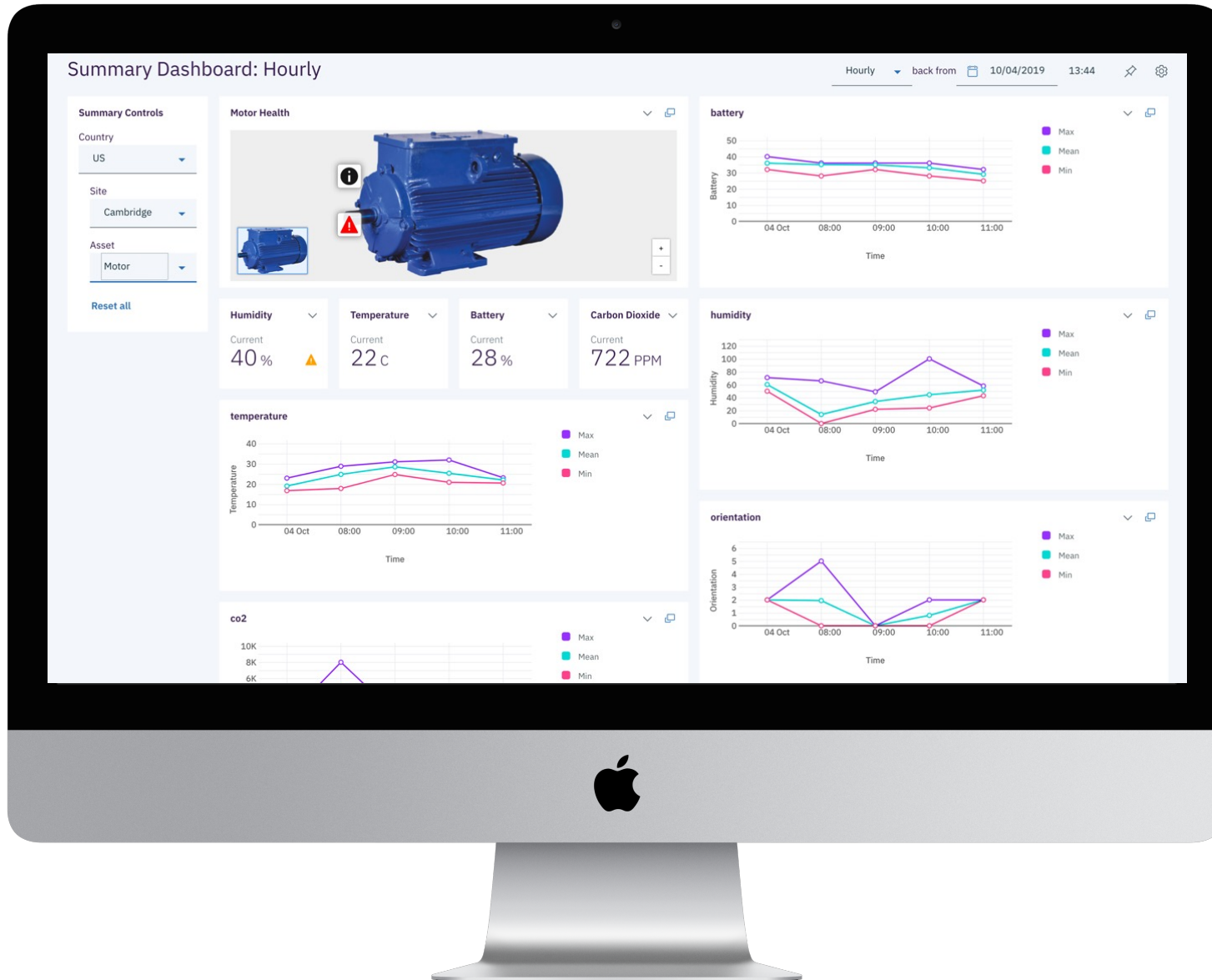
- Reduce unplanned downtime by over 10%
- Shorten duration of outages by over 50%
- Increase production output by up to 5%
- Decrease wasted time investigating false-positive alerts

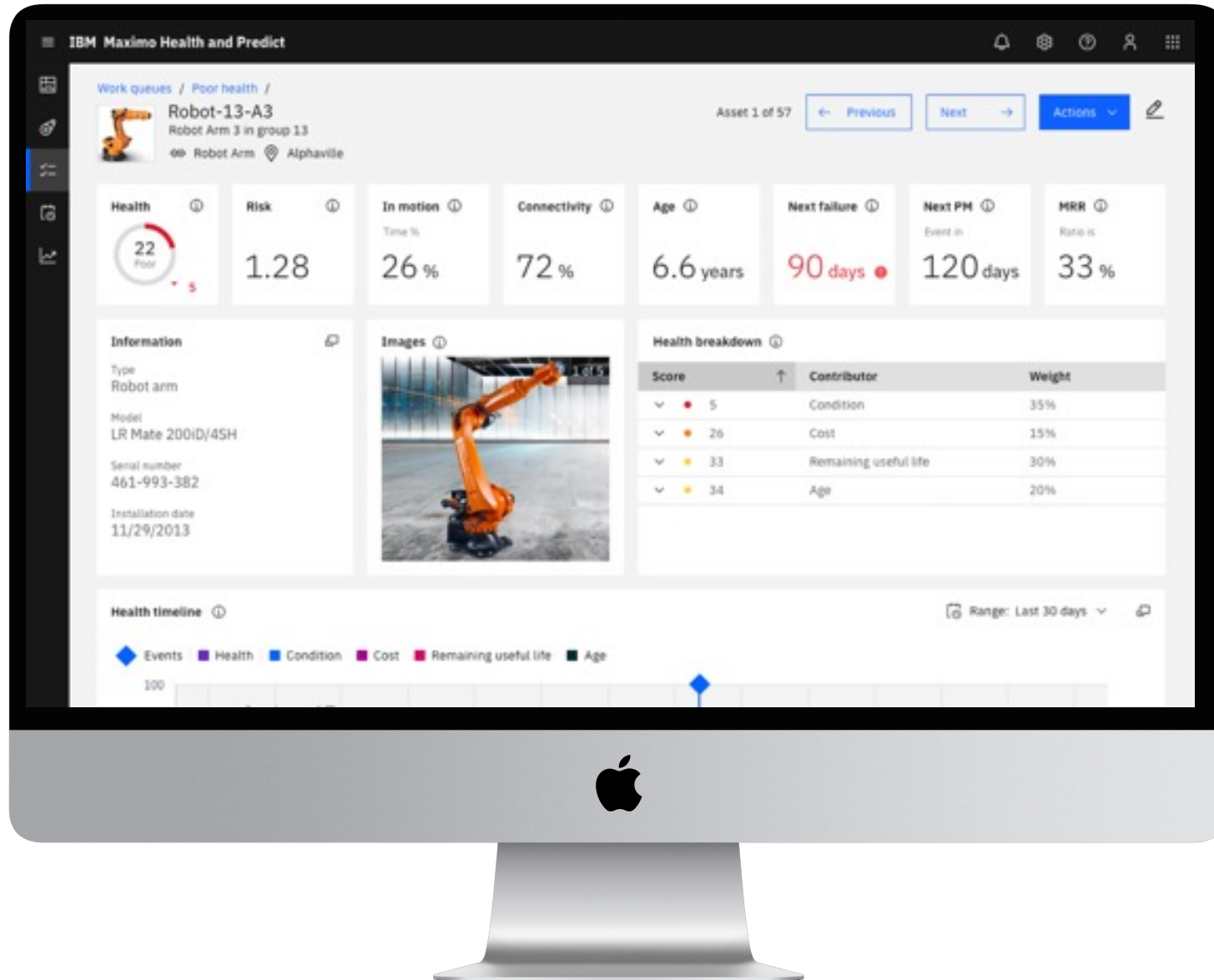
### Application

- Enterprise Scale Monitoring
- AI-based anomaly detection

### Capabilities

- Easily Configurable dashboard: No-Code Widgets
- Enterprise wide view of operation
- Workflow to drive ownership of issues
- Auto-generation of work orders
- Rapid data integration
- Hierarchical data filtering and management





## IBM MAS Health

### Business Value

- Reduce fleetwide operational risk by focusing on the right assets
- Increase asset availability
- Reduce unnecessary preventive maintenance
- Reduce time to make capital replacement planning decisions

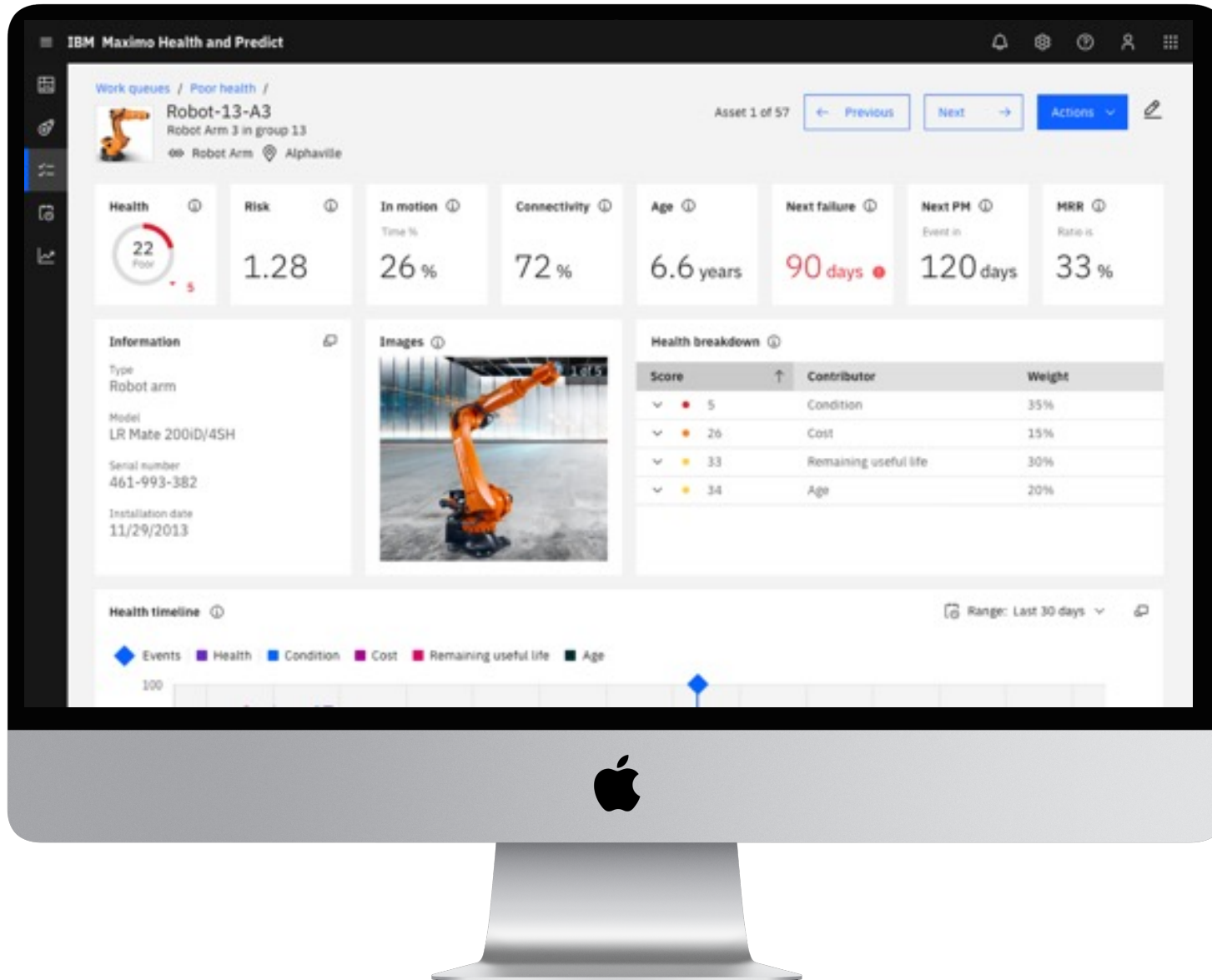
### Application

- Consolidated global view of assets
- Health Visibility and Analysis
- Condition based actions
- Replacement Planning

### Capabilities

- Dashboard with cards, map view, spreadsheet view
- Fleet-wide view and health drilldown
- Health based notifications and actions
- Flexible health scoring by asset type or groups
- Sensor data integration
- Job plan efficacy analysis
- Refurbish / replace prioritization





## IBM MAS Predict

### Business Value

- Reduced failures
- Reduced maintenance costs
- Improved asset utilization
- Extended life of asset
- Increased production output

### Application

- Build asset failure models
- Predict failures
- Determine factors that contribute to failure
- Score models with current sensor data

### Capabilities

- Templates provided to build 5 common predictive models
- Score predictive models using Watson ML
- View pre-built visualizations for the 5 common models
- Use model scores to assess asset health with Maximo APM - Health





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