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Writing the digital future takes ability.

Apresentação Pessoal

Informações pessoais

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- Engenheiro Eletricista com especialização em automação
- Pós graduação em administração com ênfase em estratégia de negócios
- Gerente de produtos de automação na ABB desde 2011
- Vice-diretor da área de Automação da ABINEE
- Responsável pela área Hybrid Industries
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Digital technologies are driving new innovation in industrial markets

Media is focused on B2C but the “killer app” is in B2B

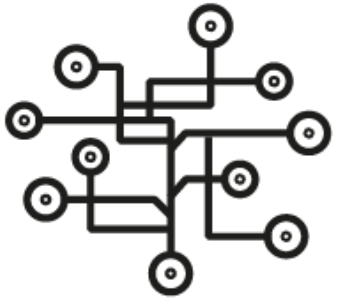
Virtual/augmented reality

Software-defined machines

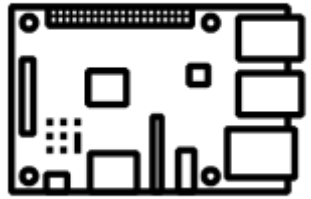
Machine learning

Time-sensitive networking

Big data



Inexpensive computing

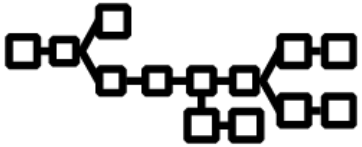


Cloud computing

Cybersecurity

Connectivity

Blockchain



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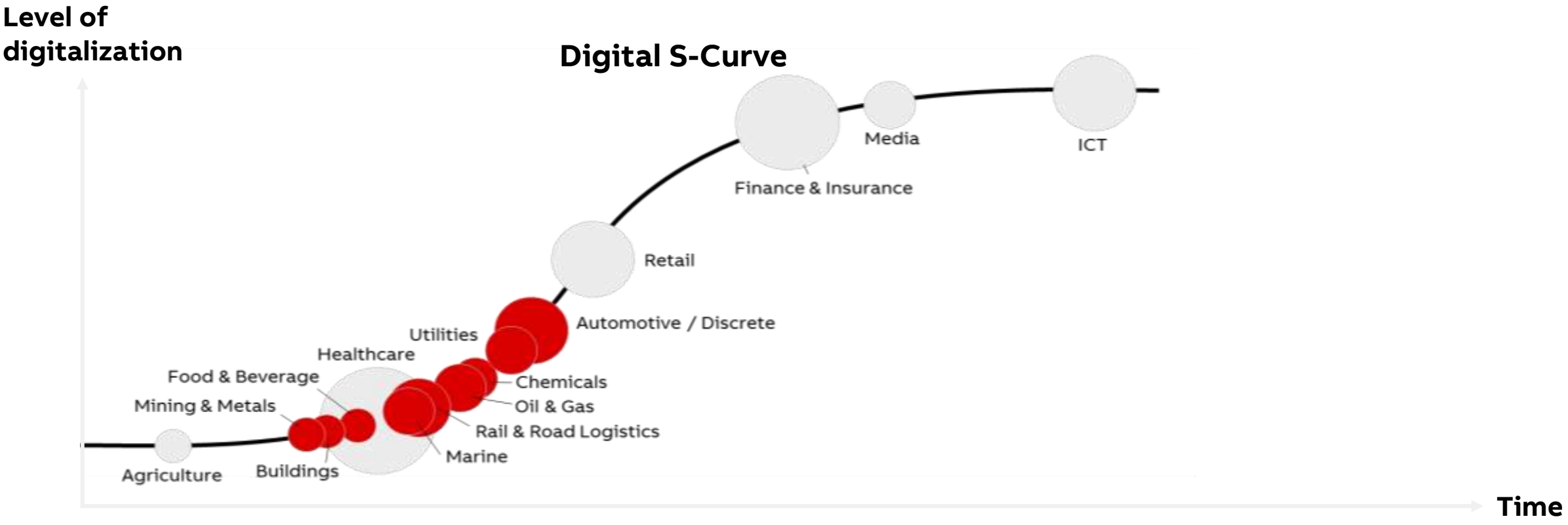
Industrial markets primed to adopt digital technologies

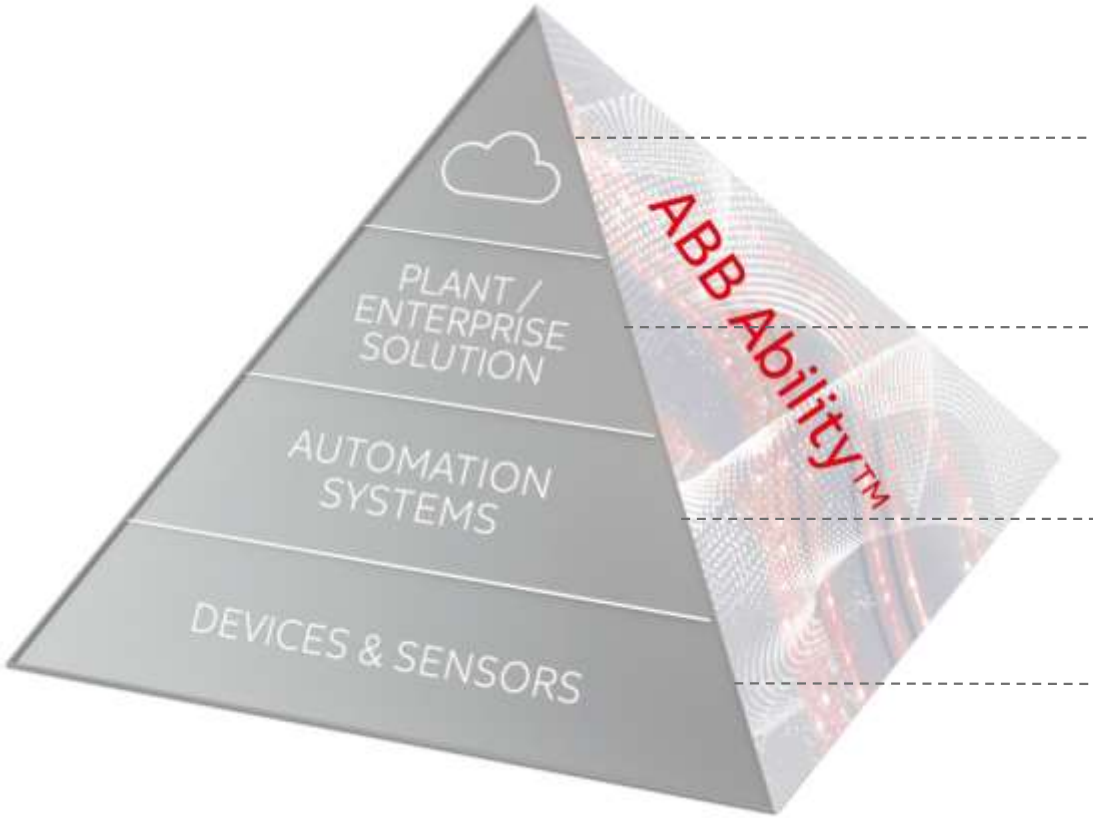
Computing + connectivity + cloud + analytics set to unlock value



Note: relative size of industry for advanced economies
Source: ABB analysis

Unlocking the ABB potential in digital

ABB Ability™: industry-leading digital solutions built on a common set of standard technologies



- Open access, intelligent cloud
- New end-to-end digital solutions
- Systems to master process control
- Closing the loop with connected devices

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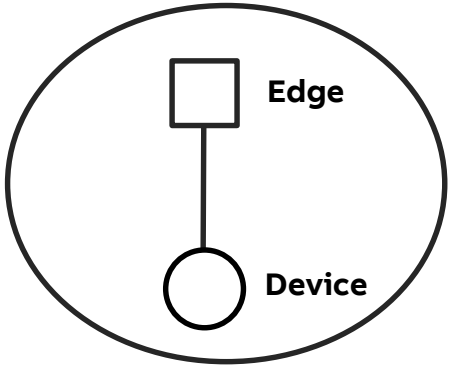
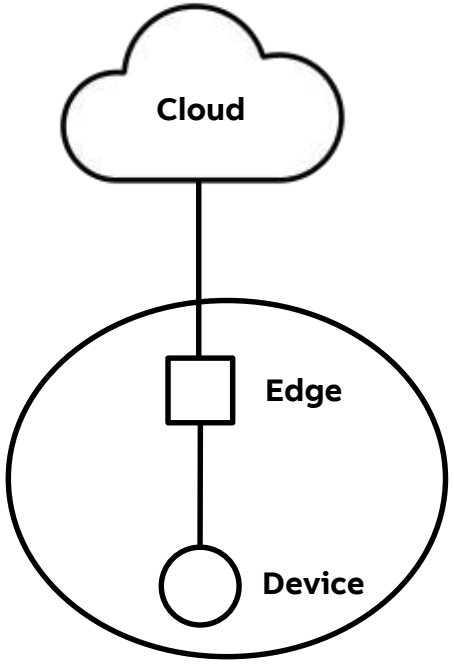
Leveraging the ABB Ability™ platform

Secure digital solutions on-premise, in the cloud, and in an ecosystem

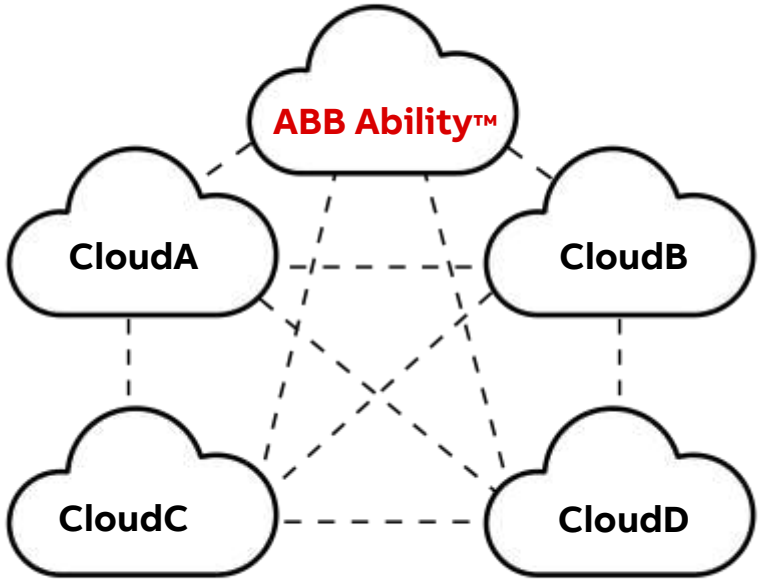
Fog



Cloud



Intercloud



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Edvard Munch

Vocês acham que são o mesmo artista?

Increase yield & efficiency in operations

Improved Wind Production Forecast using Machine Learning

What has been done: Historic data from the client where ABB is operating the wind farms were combined with IBM's Weather Company data and other meteorological models to develop a best in class prediction model for different time horizons

Opportunity: Weather dependence of renewable power production causes production volatility, operational challenges and extra costs to generating companies, grid operators and traders.

Approach: The Solution enables improved wind production forecast using machine learning from IBM's Watson and generation and grid insights and data from ABB • ABB provides industry insights and data related to power production, localized weather information, plant operations, curtailments and control setpoints • IBM provides forecasting models and real time weather data based on machine learning technology which uses ABB industry insights & data

Benefits: Cost and risks reduction for Wind Power Producers and TSO • Integration of renewable in the power systems due to contribution to operational and planning procedures • Support of the sector transition towards renewable energy

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Caso Target

- Pai de uma adolescente vai em uma loja da Target reclamar que a Target está oferecendo cupons de produtos para grávidas e bebe para uma adolescente. A Target está estimulando ela ficar grávida?
- Com base no número do cliente, e perfil de compra na Target de 25 produtos, é possível estabelecer com um bom nível de acerto se a mulher está grávida e quando o bebe irá nascer.

https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/#2cc682466668

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Ética na Ciência

Fritz Haber

- Descoberta da síntese da amônia (Nobel de 1918)
- Responsável pelo gás cloro e mostarda (5.000 mortos)

Werner Heisenberg

- Sabotou e postergou o desenvolvimento da bomba atômica alemã (controvérsia)

He Jiankui

- Alterou a genética de 2 gêmeas que são resistente ao HIV

WITH GREAT POWER THERE MUST ALSO COME GREAT RESPONSIBILITY! (Spiderman, Stan Lee 1962)

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