

SEW
EURODRIVE

Drive India

The SEW-EURODRIVE Customer Magazine

QR code technology
brings information to
customers' fingertips.

Read more on Page 3.



**SEW Life Cycle Services
keep Neosym plant ticking.**

Read more on Page 1.



**New upgrade for
MOVITRAC® inverters.**

Read more on Page 2.

Dear Reader

Demand from the market for our products and solutions in India continues to be very strong. This is in spite of price increases that we have been compelled to pass on in the inflationary and supply chain challenged economic environment that we currently inhabit. Deliveries on our electronic products remain hugely challenging due to a continuing global shortage of chips used for the automotive and industrial electronics industries, as well as a global shortage on electronic peripherals like capacitors, cables and connectors. As a result of proactive stock build up, we were able to maintain our best-in-class deliveries for our standard gearmotor range so far, but the increased demand has started affecting us here as well.

End-users of automation solutions on the shop-floor have repeatedly confirmed in surveys that reliability, uptime and service support are the key criteria for choosing a specific solution provider or product. This is one of the foundations of SEW's value proposition to customers. We have a range of service modules available across the country from basic reactive repair services to comprehensive packages that incorporate training, routine maintenance, online condition monitoring and advice on optimal inventory management of spares. We consider this important enough to be delivered through a separate business vertical – Life Cycle Services.

Our customer story talks about one of Neosym's automated foundries in Pune, and their experience using some of these service modules.

Our Product Story features the newly launched third generation of our workhorse MOVITRAC® drive and its enhanced features, flexibility and the wide range of tasks it can carry out.

Like all companies worldwide, SEW is also in the process of incorporating a digital dimension into our entire value chain. Of course, the key criteria for such a process to be successful is that it should deliver benefits the customer is able to experience easily and immediately. Our feature story talks about the foundation we are laying that connects our physical products with the virtual world, and how this first, free-to-use layer of our digital offering already delivers substantial customer benefits with minimum effort.

I wish you happy reading!



M J Abraham
Managing Director, SEW-EURODRIVE India

SEW's Life Cycle Services keep Neosym plant running smoothly.



Neosym Industry Ltd., one of the oldest foundries in Pune serving various industries, has SEW-EURODRIVE gearmotors and drives in two of their moulding lines with integrated sand plants. Their plant in Pune uses several modules of SEW's Life Cycle Services delivered by trained and experienced service engineers from SEW, to ensure cost-effective, breakdown-free performance and maximum life of the installed products. Multiple customers across industry verticals are now emulating Neosym to avail the benefits of SEW's Life Cycle Services.

Neosym is a part of the CK Birla Group of Companies. Earlier called The Indian Smelting and Refining Company Limited, it is a leading Gray & SG iron casting and manufacturing company, catering to the automotive, agriculture, earthmoving and engineering industries for over four decades. Neosym has worked with SEW-EURODRIVE for the past fifteen years.

Life Cycle Services from SEW.

The comprehensive suite of Lifecycle Services from SEW-EURODRIVE covers

- Commissioning support
- Inventory management of spares
- Operation and maintenance training of customer engineers
- Repair & breakdown service
- Health check-up service
- Condition monitoring
- Retrofit
- Variant Management

SEW products in use at Neosym.

The two moulding lines at Neosym feature the following:

- **Moulding line 1:** Installed by Heinrich Wagner Sinto GmbH in 2005 with SEW gear-motors (GM) in moulding and fettling shop. PBL units have been used in the sand plant conveyors. The sand mixer and moulding line uses approximately 45 SEW gearmotors controlled by non-SEW VFDs.
- **Moulding line 2:** Installed by Kunkel and Wagner in 2012, in which approximately 90 SEW gear-motors & servomotors and 35 SEW MOVIAxis VFDs are used for moulding line and sand plant. Neosym shifted to 100% SEW products for this line, based on their good experience with SEW in Line 1.

Both moulding lines of Neosym are 24x7 continuous process operations. A continuous

process moulding line is a very challenging environment of heat and dust for electro-mechanical products like gearmotors and VFDs.

Inventory management.

After installation of any new line with SEW products, Neosym now does inventory management: planning for spare units as well as loose spares. SEW offers a variety of standard and non-standard products, so the Life Cycle Services team is dedicated to guiding the customer on product and spare availability and lead times. This enables optimal inventory management for each product, ensuring minimum downtime at optimal costs.

Training and health check-up.

After installation of Line 2, SEW India's team trained Neosym engineers on the application's use and maintenance, especially pertaining to the high-end multi-axis MOVIAxis VFDs. As the lines got older, Neosym has contracted SEW to do regular health check-ups using the 'Open PO' mechanism. Here Neosym releases a PO on SEW for a pre-agreed number of service visits at a pre-agreed price. Any service visit can be used either for breakdown or for health check-ups and SEW raises an invoice for each visit only after the visit is made. This periodic and proactive maintenance service, begun from 2017, ensures continuous and trouble-free running of SEW products, virtually eliminating incidences of unplanned maintenance downtime and resulting in significant cost savings from increased uptime. It also

facilitates much faster response to customer emergencies as the commercials are already in place.

Benefits of SEW Life Cycle Service.

- No unplanned breakdowns faced by Neosym so far.
- Spares inventory that optimises between cost and effectiveness.
- Neosym maintenance team self-reliant in handling smaller issues on SEW units.
- Extended life of SEW products as a result of regular, professional maintenance.
- Product quality ensured after each repair.

SEW services for Neosym.

For Neosym, SEW is doing on average:

- 15 gearmotors and 4-5 VFD repairs annually.
- Open PO for 10 man-days of service per year.
- Online support where required.
- Training as and when required.

We received SEW geared motors, servomotors and drives with equipment from Germany. The SEW team offers us very good technical and service support. They've provided training with important checkpoints to our technical team, which is helping in the upkeep of our plant. SEW gear-motors and servomotors are sturdy and suitable for 24x7 days, working trouble-free in dusty and hot working environments.

-- BM Vanmore, General Manager (Maintenance),
Neosym Industry Limited, Pune.

SEW's workhorse MOVITRAC® inverter gets an upgrade.

The MOVITRAC® advanced standard inverter saves its customers time while also giving them flexibility and openness with regard to control systems. With a power range of 0.25 to 315 kW and an overload capacity of 150%, and also a comprehensive, scalable function package, MOVITRAC® inverters cater to a wide variety of application areas.

These compact inverters can control the entire range of SEW's field level devices – synchronous as well as asynchronous AC motors with or without encoders, and also asynchronous motors with LSPM technology, or synchronous and asynchronous linear motors.



MOVITRAC® INVERTERS

Features of MOVITRAC® advanced.

- Integrated communication interface, which allows connection to commonly used control systems that support PROFINET, EtherNet/IP, EtherCAT®/SBus^{PLUS}, ModbusTCP, EtherCAT®/CiA402 or POWERLINK/CiA402.
- Possible to configure functional safety: from the integrated safety function STO to higher-level safety functions and safe communication.
- Only one hybrid cable is enough for data connection between the inverter and the motor. The MOVILINK® DDI digital data interface transfers the digital data of power, brake and diagnostic information of the motor to the controller.

Benefits

It saves time: The electronic nameplate and the use of preconfigured MOVIKIT® software modules make the commissioning process easy, which saves time.

It's simple: It is possible to carry out a device replacement in case of service without an engineering PC, and all device data is stored on a portable memory module.

Communication: The inverter can be connected to commonly used control systems, and it supports various fieldbus protocols.

Safety: From the integrated safety function STO to

Technical data.

Nominal line voltage (V):	1 × AC 200 – 240
	3 × AC 200 – 240
	3 × AC 380 – 500
Nominal power (kW):	0.25 – 315
Overload capacity:	150%

Control mode.

- Synchronous and asynchronous AC motors with/without encoder.
- Asynchronous motors with LSPM technology.
- Synchronous and asynchronous linear motors.

More options.

- Control modes: V/f, VFC^{PLUS}, ELSM®, CFC.
- Torque, speed or position control.
- Pluggable and scalable operator panels or MOVISUITE® engineering software for

start-up.

- MOVIKIT® software modules for easy start-up.
- Portable memory module for simple device replacement.

higher-level safety functions, its configurable functional safety makes it supremely flexible.

Applications: Ideal for conveying and motion applications such as conveyor belts, hoists or palletizers.

Flexibility: Can control the entire range of SEW's field level devices and can be adapted to all sorts of customer application requirements in several ways.

**JUST
KIDDING**



A bright conversation.

Customer: Do you have any 2-watt, 4-volt bulbs?

Sales Rep: For what?

Customer: No, no. Two.

Sales Rep: Two what?

Customer: Yes.

Sales Rep: No.



SEW's digital solutions bring information and productivity to customers' fingertips.

In conversation with Bijal Shah, Product Head at SEW India, DriveIndia finds out how QR Code technology is being employed to help customers access information, user instructions and service and support for SEW products from their mobile phones.

How are SEW's digital services helping our customers save valuable time and improve their productivity?

SEW's new product label will save our customers even more time from now on. From February we provide a QR code displayed on 80% of our products assembled in India, which enables immediate mobile access to our online support tools and digital services. The customer can scan this code directly from the label on the product at any time. All key information needed is then instantly available for that specific product. In the case of SEW's products this is immensely helpful as we configure tens of thousands of product variants to precisely suit the customer application. The alternative is going through huge product catalogues to identify the engineering information for that specific variant or copying out the 18-digit serial number from the nameplate. The QR code also includes the serial number. It couldn't be quicker, simpler or more direct.

Could you explain in detail how this QR code works?

You can scan the code using either the standard function on your smartphone, our SEW Product ID plus app, or the DriveRadar® IoT app which is available to be downloaded for both Android or iOS operating systems. If you use the standard camera or scanning function on your device, it opens SEW-EURODRIVE's clear, user-friendly Digital Services Cockpit where you can access all product details. On the other hand, if you scan the QR code via the SEW Product ID plus app or DriveRadar® IoT app, it recognises the serial number in the URL and you instantly obtain access to all product-specific details and functions from your normal app environment.

Could you share how and why this project started in Germany, and then rolled out in India?

SEW has a huge number of products spread across various customer applications around the world. Many a time the end-user does not have the full technical information on the product. Very often the operating and maintenance information is not available during start-up of equipment. This project was initiated to address these issues, first in Germany, then Europe. Roll out to units assembled in India began in February 2022. There are a large number of product variants. With this application we have covered more than 80% of our products; mainly all gearmotors with their most

common product features.

What are the various ways in which this function benefits our customers?

The DriveRadar® IoT app has various features that

benefit our customers. Let me list them out one by one.

- Immediate recognition of the product, complete with image, product designation, type code and serial number.
- Rapid access to all technical data for the specific product.
- Quick access to product-specific documentation and manual.
- Quick systematic guide for installation and start-up.
- Help with selecting parts through access to the spare parts drawing and parts list, plus the option of making a direct service request or ordering spares directly from your mobile device, round-the-clock.
- Rapid assistance in the event of faults, thanks to digital fault analysis, with no need to spend time looking in operating instructions.

Beyond this, are there any future, additional things you are looking at?

Yes, certainly. As a first step we are in the process of covering almost all products and features in upcoming updates. Secondly the DriveRadar® IoT app is intended to be the gateway for all the advanced modules, which we will be rolling out under our CDM® umbrella covering condition monitoring and digital diagnostics.

What will these applications cost the customer?

Ha, that's the best part. The applications are free to download from the Apple App Store and Google Play Store. At the next level of rollout, as I said, there will be premium services, but all those benefits listed above are free to access.



All the key information that the customer needs is instantly available at the touch of a button. This rules out the possibility of mistakes when copying the 18-digit serial number from the nameplate—no need to print out information material from a computer. The QR code also includes the serial number. It couldn't be quicker, simpler or more direct.