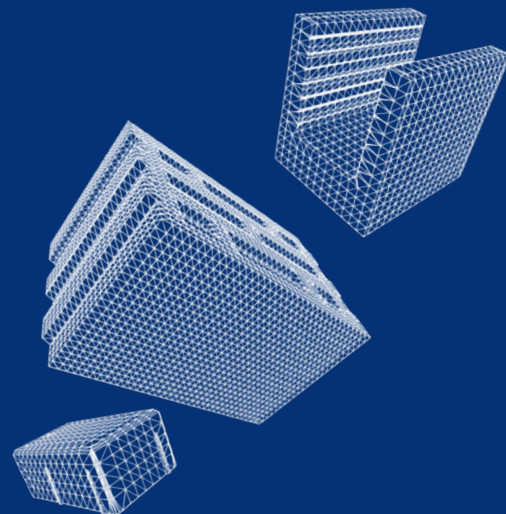![masa Milestone to your success.] **masa** Digital**HUB**

The digital milestone

Masa Service Cloud

Maintenance, monitoring, and spare parts management from a single source

Content

Gina Weber, Product Manager Digitalisation &
Andreas May, Manager Digital Products & Services,
Masa Andernach
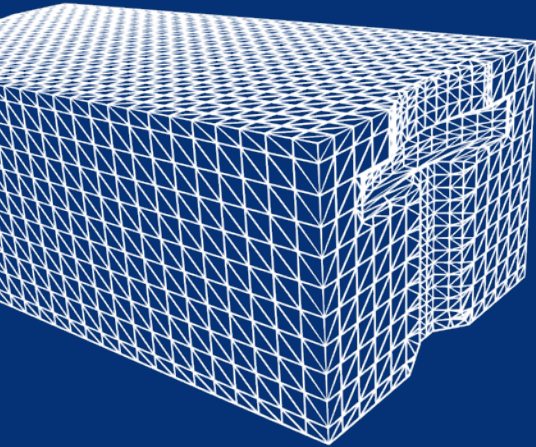
What is the role of digitalisation in building materials production?

Digitalisation generally refers to the transformation of analogue information and processes into digital formats. In the building materials industry, it involves using modern technologies and digital solutions to optimise production processes, increase efficiency, and improve machine performance.

The Masa Service Cloud is our latest digital product that supports you in manufacturing high-quality products on your Masa plant. This web-based platform enables you to monitor the performance of your systems around the clock and on the move. It allows you to intervene at an early stage in the event of abnormal values.

Maintenance calendar and **digital parts catalogue** help you manage your daily challenges.

The following applications give you a deeper insight, enabling you to optimise production processes further through targeted information.

The three M's for your success:
• Monitoring
• Maintenance
• MasaDocs
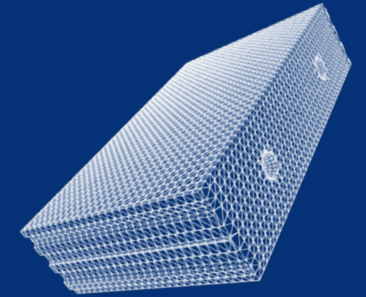
How can digitalisation support me in building materials production?

How can the quality of building materials be improved? How can unscheduled downtimes be avoided? How can production costs be reduced?

The Masa Service Cloud is the answer to these questions. The following functions help optimise your processes:

• **Real-time monitoring:** By continuously monitoring production processes, deviations can be detected and corrected immediately, which has a positive effect on product consistency and quality.

• **Data analysis:** The cloud collects and analyses production data to identify patterns and identify potential for optimisation. This helps implement best practices and improve quality.

• **Proactive maintenance:** By implementing maintenance plans and protocols, downtime can be reduced and efficiency increased, contributing to consistently high product quality.

• **Centralised platform:** By combining all relevant information and processes on a single platform, collaboration is optimised, and information flow is streamlined, ultimately leading to higher production quality.

• **Training and support:** The Masa Service Cloud provides access to training materials to keep staff up to date with the latest technology and best practices.

Secure technology

The technology in the background

The Masa Service Cloud combines all important modules in a single system. Machine data can be transferred in real time from your plant to the Masa Service Cloud via an IoT gateway.

| Plant | IoT gateway | Internet Masa Service Cloud | "Mobile" devices |
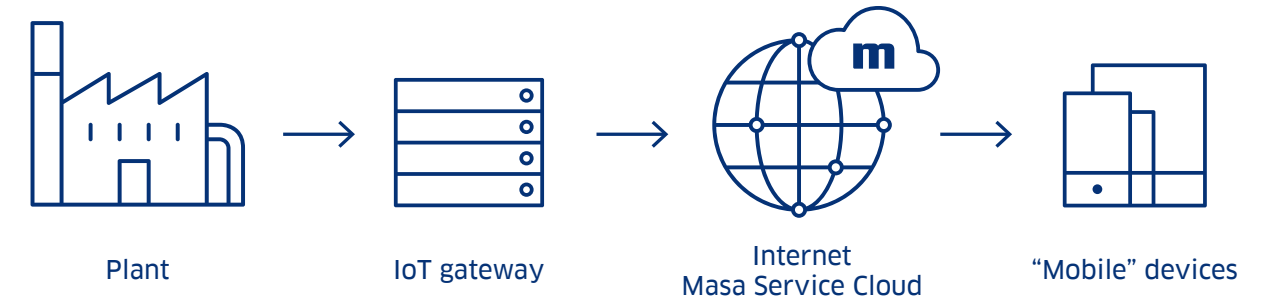
State-of-the-art cloud technology lets you keep an eye on your data anytime, anywhere.

The security of your data is our top priority.

- Maximum data security: ISO 27001-certified development process for the protection of your data from the machine level to the cloud.
- All communication between machines, plants and IoT gateways is secured via REST over forward secrecy (HTTPS–SSL/TLS 1.2, 2048 bits).

- The latest internet standards, similar to those used in online banking, and the latest security standards (A+) are applied.
- The Masa Service Cloud is based on Oracle Cloud Infrastructure (OCI) Gen 2.0.
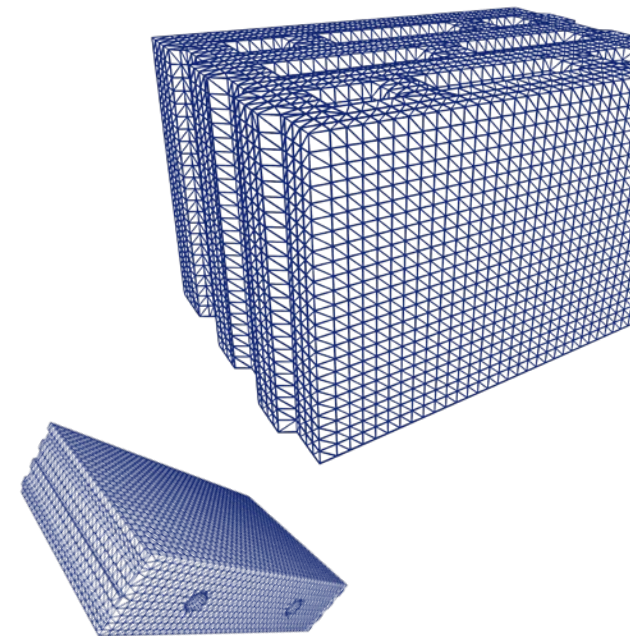- GDPR-compliant thanks to server location in Germany.

Note: To operate the IoT Gateway, the customer must provide Internet access.

Digital documentation and easy spare parts enquiries now speed up your processes.
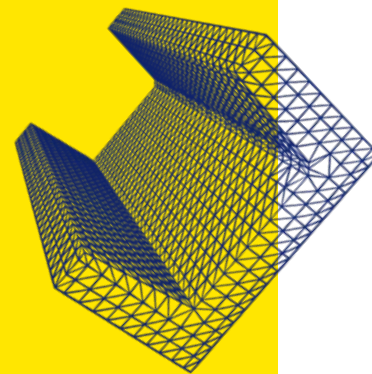
MasaDocs

The step into the digital future, paperless and efficient

MasaDocs is our central online platform for the technical documentation of your production plant. It gives you access to your most important documents at any time, from anywhere and with any device. This service is free of charge for Masa Service Cloud users.

Online access to your technical documentation

Our platform provides structured, digital access to essential information, including:

- Mechanical parts catalogue
- Individual circuit diagrams
- Operating instructions
- Safety instructions

We keep your technical documentation up to date so you have the right information when you need it.
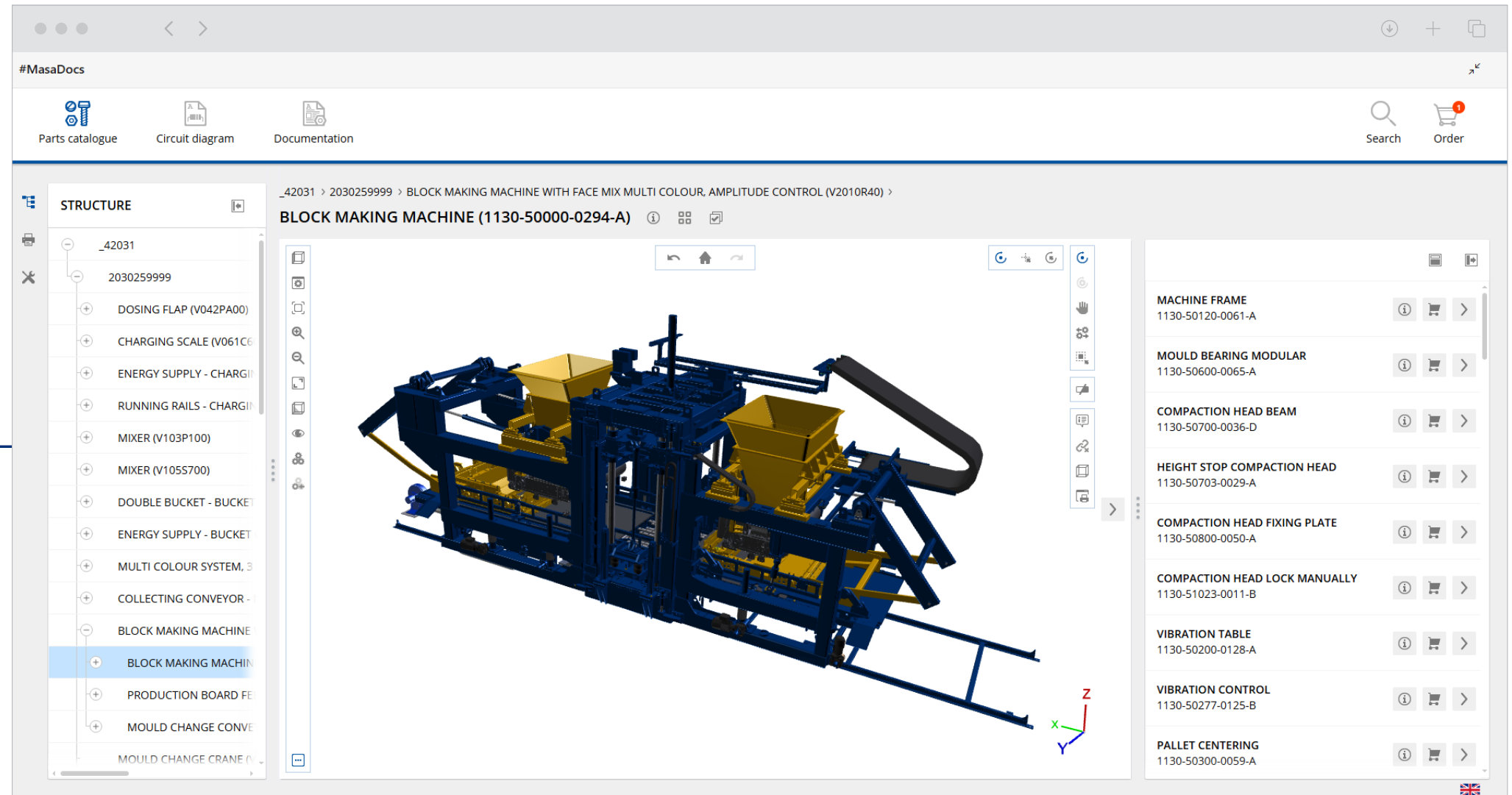
Find spare parts quickly and accurately:
Your enquiry at the touch of a button

Looking for a specific spare part?

Make your spare parts enquiry directly via MasaDocs and save valuable time. No more tedious descriptions of the relevant parts via e-mail or telephone. Different time zones are no longer an obstacle.

Our digital search facility will help you find the part you need by entering relevant keywords, part numbers or you can search for the part in our interactive 2D and 3D drawings.

The required items can also be selected from the circuit diagrams and added to your enquiry.

You can easily locate mechanical components in the spare parts catalogue, either graphically or by name using the search function.
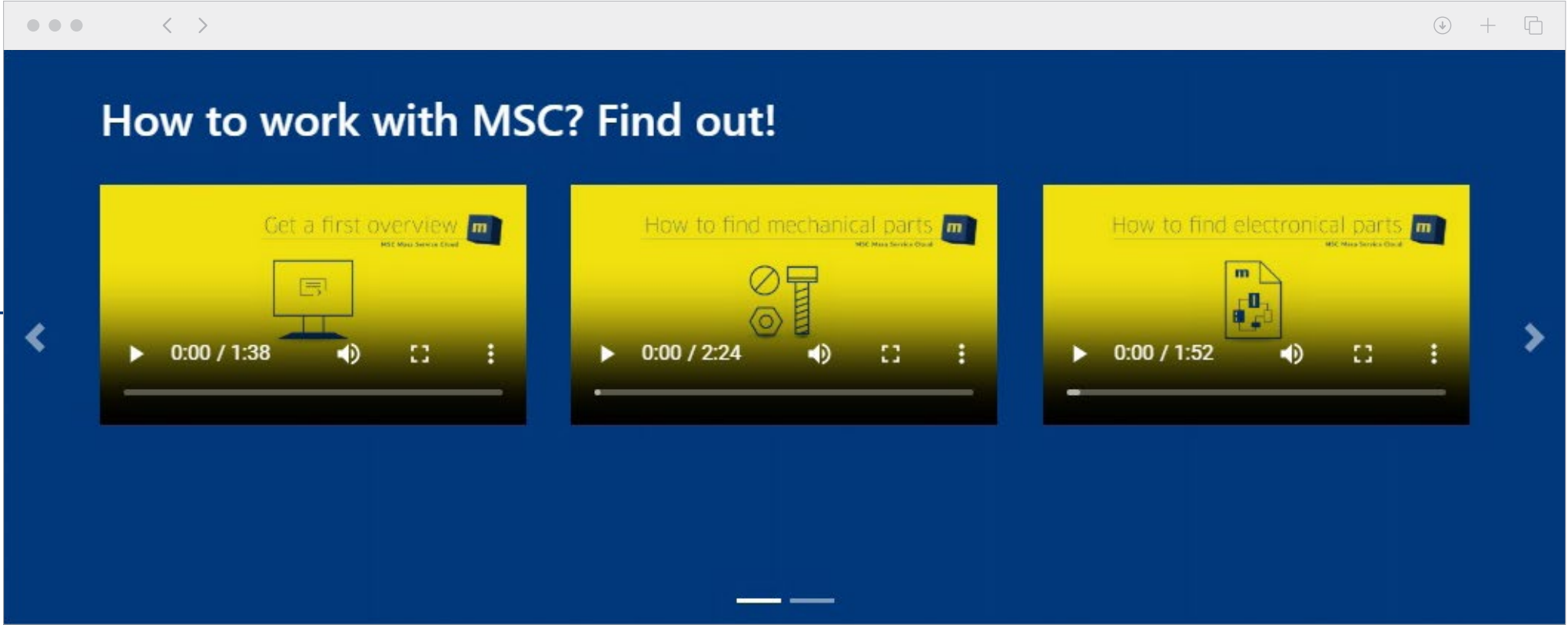
Your enquiry will be reviewed by our specialists, and we will then send you a customised quotation for your plant – our double-check for your success.
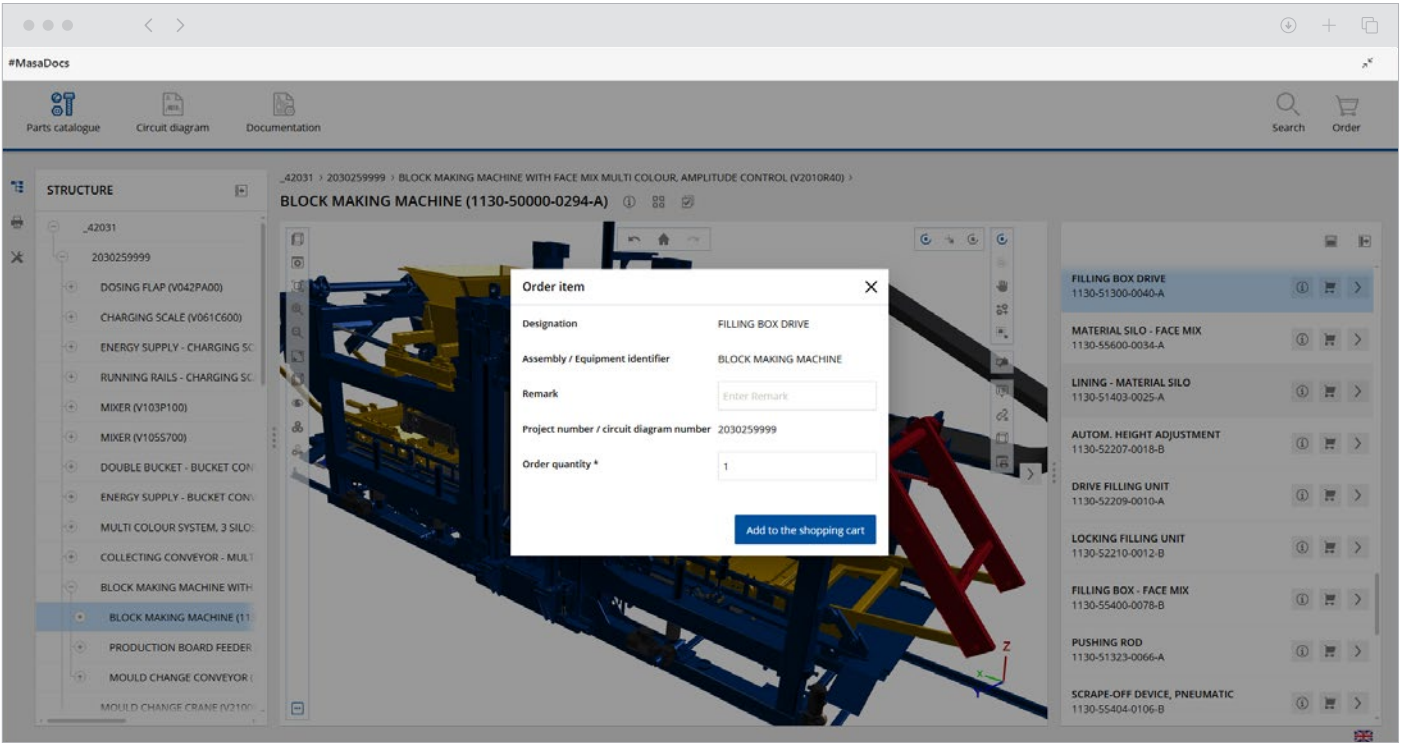
How-to videos

To help you navigate MasaDocs, we offer a series of how-to videos that cover everything you need to know. The visual and audio elements help you remember the information.

The tutorials are freely accessible to all users of the Masa Service Cloud.

How to work with MSC? Find out!

Get a first overview
0:00 / 1:38

How to find mechanical parts
0:00 / 2:24

How to find electronical parts
0:00 / 1:52

Digital maintenance calendar*

All plans, checklists, and tasks at a glance

Maintenance is tailored to your machine and planned precisely based on real-time machine data. This means that premature maintenance can be avoided, and upcoming maintenance can be scheduled in advance.

*As of April 2025: Currently only available for Masa concrete block and paver making machines with plant control software from 2013 and later (older on request)
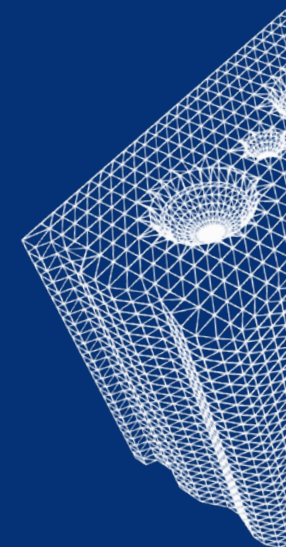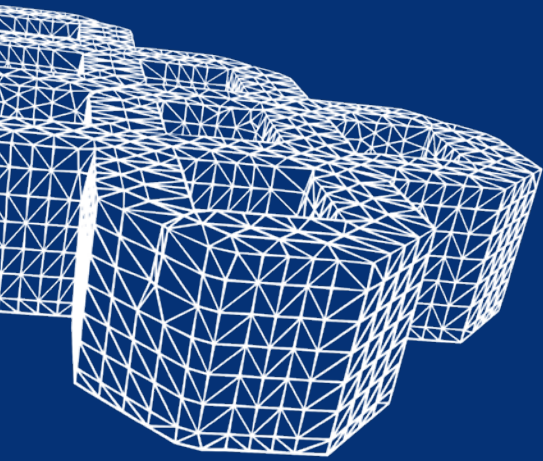
Digital maintenance calendar for maximum availability

New employees need support, especially at the beginning, to learn and understand how complex plants work and are maintained.

With our structured digital maintenance calendar, you can offer your employees a valuable tool that is specifically tailored to the needs of the building materials industry. The calendar includes both time-based and process-value-dependent maintenance, providing detailed instructions for execution.

Even experienced staff can find support for complex maintenance or infrequent tasks in the Masa Service Cloud.

Optimise your maintenance processes and extend the service life of your production plant!

There are many benefits to having a digital maintenance calendar:

- **Increased efficiency:** By automating maintenance processes and reminders, manual tasks can be reduced and efficiency increased.
- **Cost savings:** Regular maintenance prevents expensive downtime and extends the service life of machines and plants.
- **Better overview:** All maintenance schedules and tasks are documented centrally and clearly, making planning and tracking easier.
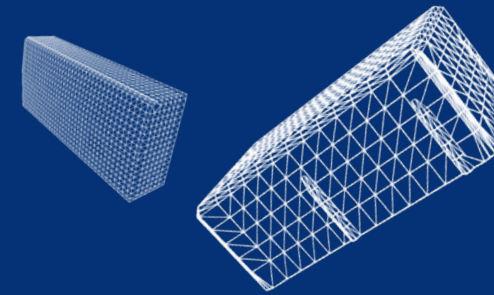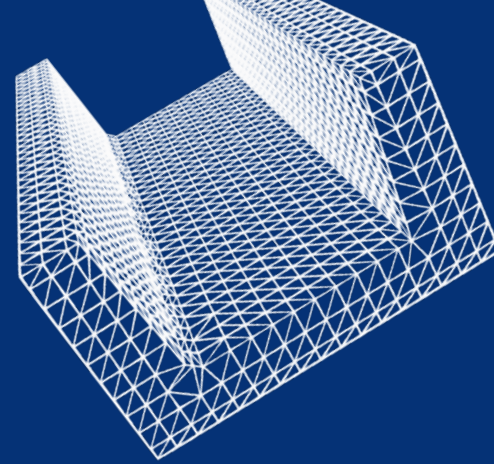
- **Increased reliability:** Timely maintenance ensures the functional reliability of the devices.
- **Flexibility:** Digital maintenance calendars can be customised to the specific needs of your company.
- **Increased machine availability:** Regular and scheduled maintenance can minimise downtime and maximise machine availability.
- **Efficient planning:** A digital calendar enables better planning and coordination of maintenance work, which leads to more efficient use of resources. You can reschedule maintenance work to custom-defined maintenance days.

- **Traceability:** All maintenance work is documented and can be retrieved at any time, increasing traceability and transparency.

**If you already have your own maintenance plans, we are happy to implement them in the Masa Service Cloud.
Please contact us!**

Did you know...?

According to ABB's Value of Reliability study, 67 percent of industrial companies in Germany experience unplanned downtime at least once a month, compared to 69 percent worldwide. Unplanned downtime costs the German economy EUR 147,000 per hour (compared to EUR 116,000 worldwide; median values).

Machine downtime not only causes direct costs through lost sales. There are also a number of hidden costs associated with downtime:

- **Unforeseen maintenance costs,** such as for external service technicians or additional resources to rectify faults.
- **Fixed costs** during downtime for wages or operating resources, despite low production capacity utilisation.
- **Loss of sales opportunities** and longer waiting times for customers.
- **Expensive overtime** to repair and restart machines.
- **Productivity loss** due to the focus on troubleshooting during downtime.

Frequency of unplanned outages

19% A few times a month

14% Several times a week

14% Once a week

14% Every quarter

13% Once a month

69% At least once a month

8% Every day

8% Yearly

8% Less then once a year

1% Never

Respondents from most of the sectors surveyed listed downtime as a frequent occurrence, with 69 percent of plants experiencing unplanned outages at least once a month, and 8 percent experiencing an outage every day.

Source (for page 20/21): ABB (2023). 'Value of Reliability: ABB Survey Report 2023'.

Real-time monitoring*

Continuous and customised transparency

Based on alarms, states, throughput and process values from your plant, all data can be displayed and analysed in real time. In addition, you have the option of getting individual key figures and performing your own evaluations. This data is graphically processed and visualised.

*As of April 2025: Currently only available for Masa concrete block and paver making plants with plant control software from 2013 and later (older on request)
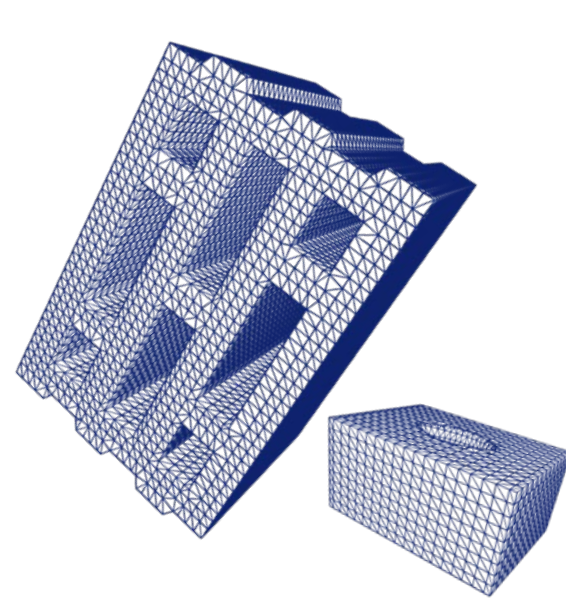
Dashboard on the Masa Service Cloud home page:
Your first overview of KPIs, alarms and states.
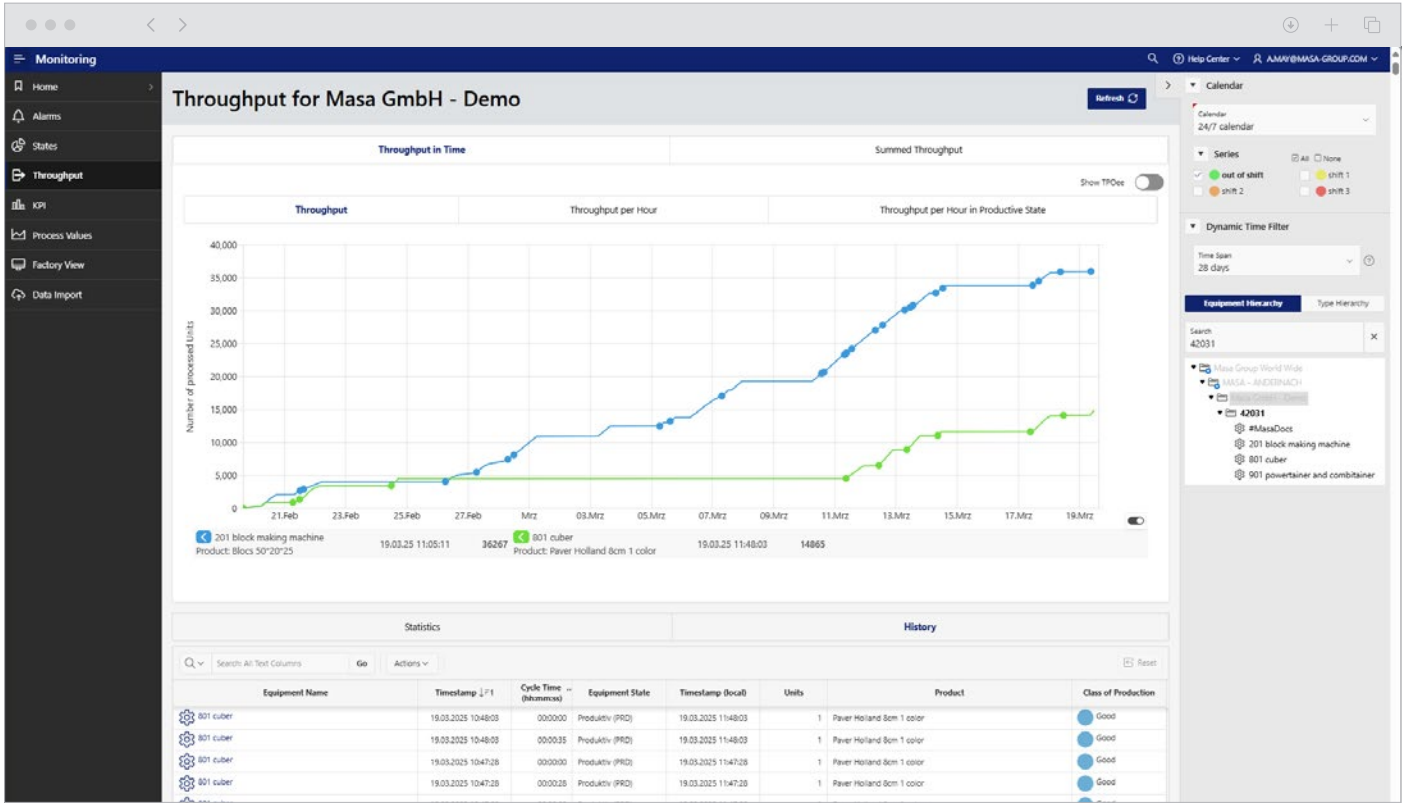
Visualised production data: The Masa Service Cloud gives you comprehensive insights into your plant, e.g. regarding throughput, product changes and manufactured products.

All machine data can be filtered and analysed with the Masa Service Cloud: Most frequent alarms, statistical and graphical distribution of states and state histories.

Outlook

Your digital milestone grows
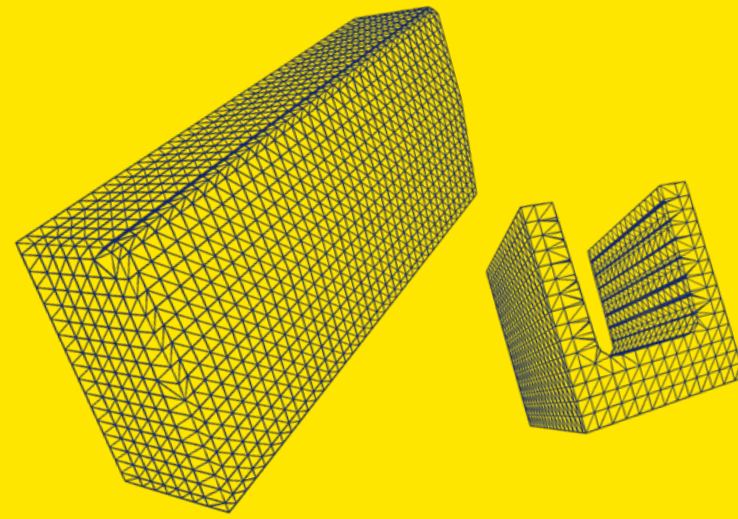
We are continuously evolving the Masa Service Cloud; new tools and features are regularly added, keeping you one step ahead and ensuring you always have the best solutions to meet today's and tomorrow's challenges.

Future-proof due to continuous innovation

KnowledgeBase: Build your own knowledge database in the future and secure your know-how – even across different locations. One highlight will be the integration of tips and tricks from our experienced technicians, fitters and commissioning engineers.

Integration of the Masa system for optical quality control: In the future, you will be able to use data from the optical quality control system transferred to the Masa Service Cloud for production data analysis.

Digital training: An e-learning module will be added to the Masa Service Cloud, providing you with maximum flexibility in training your staff – interactive, intensive and innovative.

Scope of services*

✅ Basic functions

(free of charge)

✅ Dashboard & Messages

- Overview of the most important information
- Access to digital product brochures (news)
- Tutorials for using the Masa Service Cloud

✅ MasaDocs: Spare parts catalogue & circuit diagrams

- Online access
- Always up-to-date version
- Shopping cart function
- Full-text search

✅ MasaDocs: Technical documentation

- Online access
- Technical data and access procedures for the plant
- Structure and function of the plant components
- Operating instructions, safety functions and maintenance instructions
- Transport and storage instructions

✅ User administration

- Create and manage users
- At least 3 preset user groups
- Custom user management

*As of April 2025: Maintenance and Monitoring Add-ons currently only available for Masa concrete block and paver making machines with plant control software from 2013 and later (older on request)
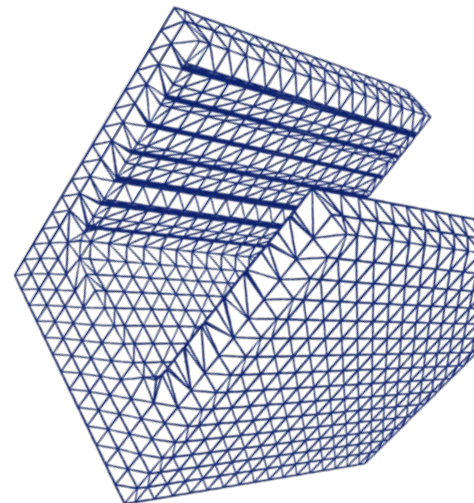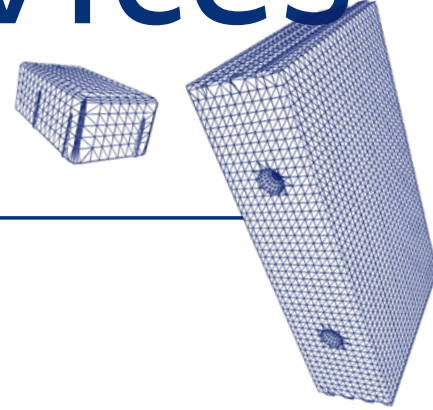
➕ Add-ons

(chargeable)

➕ Dashboard & News Plus**

- Dashboard with the most important KPIs and messages
- Display of the plant statuses in the factory view
- **Only available in combination** with Maintenance Plus**, Monitoring**, Monitoring Plus**.

➕ Maintenance

- Calendar function for maintenance
- Maintenance plans with time intervals according to maintenance instructions
- Time-dependent replacement intervals

➕ Maintenance Plus**

- Interactive calendar function for maintenance
- Maintenance plans with time intervals according to maintenance instructions
- Time-dependent replacement intervals
- Maintenance plans based on live production data
- Replacement intervals based on live production data

➕ Monitoring**

- Predefined dashboards for alarms, states, throughput and KPIs

➕ Monitoring Plus**

- All available sensor data in custom dashboards for process values

**IoT gateway required
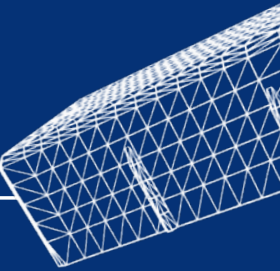
masa DigitalHUB

Milestone to your success.

Interested? Schedule a free online briefing with our experts for a short introduction and navigation through our platform.

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