



KN_{AI}WLEDGE IN ACTION

BUSINESSES ARE FACING A NEW REALITY.
HOW PREPARED ARE YOU FOR CHANGE?

BY WILSON PEREZ OF CAMBRICA CORP.

Uncertainty is humanity's new companion. The COVID-19 pandemic has exposed our real state of affairs – industries that were not prepared for remote work, business models taking into consideration unknown scenarios, non-existent innovation plans, inadequate or poorly orchestrated information systems and business analysis, rigid business processes and high dependency on tribal knowledge... and the list goes on.

All of this will outright change the way we perceive the reality of business. A war economy will be with us for at least the next two years. The virus has proven to be so lethal that it has colonized not only human health but every strategic area of businesses. Are you ready to face this new reality?

Entrepreneurs now more than

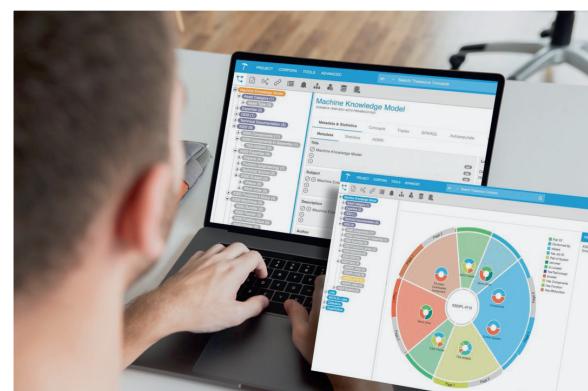
ever need to think about how to be flexible and what kind of knowledge they need to have. Nothing is certain anymore. What used to be a predictable business environment for decades became highly dynamic and unstable practically overnight.

"This is the big challenge that companies have. Business leaders need to now devise knowledge bases that allow them to respond quickly to the needs of their customers and their own," reflects Andy Reissmann, President of Cambrica, a firm that designs knowledge models based on semantic artificial intelligence technologies for Industry 4.0.

Never before has knowledge become so relevant. Now the important is more critical than the

THIS IS THE SECOND IN A SERIES OF ARTICLES BY CAMBRICA DETAILING HOW ARTIFICIAL INTELLIGENCE CAN PLAY A PIVOTAL ROLE IN PLANT OPERATIONS.

urgent. "What do I need to know about my business and my ecosystem? What variables will be key when it comes to responding to the specific needs of my clients? What kind of knowledge do I have to capture in my company to maintain my operation remotely in case of a general infection of my staff? What kind of opportunities can I see in the new scenario and how can I find my new clients? These and many more questions are now relevant to companies, especially an essential industry such as corrugated." The expert reflects on a world determined by Volatility, Uncertainty, Complexity and Ambiguity (VUCA).





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Most companies will be infected globally, Reissmann adds.

The COVID-19 crisis forces human rethinking in all areas, specifically business organizations. The global quarantine focused all human interaction toward digital environments and there too the lack of preparation of strategy, processes and infrastructure was laid bare.



Rosa Reissmann

"Information alone is not knowledge. Telework requires access not only to digital tools remotely, but it is essential that you

operate on a knowledge base that facilitates collaborative dynamics to cope with the scenarios of change and opportunity," says Rosa Reissmann, COO of Cambrica and an expert in knowledge models for Industry 4.0.

Knowledge, while something personal, is developed in collaboration and is therefore a continuous dynamic that is enriched with the capture of human experience. Systems based on artificial intelligence semantic technologies are part of the equation. They are orchestrated by business applications, process innovation, the digitization of non-structured information, and business strategy, among others.

This technology is changing the way we look at our companies. While not new, it already has a degree of maturity that, if implemented correctly, helps to think about the business in terms of opportunity, reliability and response.

"In this sense there is a standard methodology that helps to evaluate

and adjust business processes and roles, digitizes and structures technical information, captures the experience of workers, correlates various internal and external sources, just to name a few benefits to react quickly to a dynamic ecosystem and that of our customers," explains Rosa Reissmann.

And this new reality is already being perceived as something important. In the United States many companies manufacture boxes for the automotive industry. However, the car plants have stopped producing cars as a result of the pandemic and now some of them are retooling to produce ventilators for intensive care rooms. Consequently, the model of your business changes and therefore also your needs from your design department, for tooling, and your suppliers. What kind of packaging do companies produce now to keep their businesses going? How well do they know the market to find new customers that have increased demand? What kind of packaging will you need to ensure there is no cross-contamination?



Andy Reissmann

Andy Reissmann says this is one of many examples. But even before the pandemic hit, how many packaging companies created or are

creating right now knowledge models to study phenomena like Amazon Prime Day? In 2019, that event was bigger than Black Friday and CyberMonday combined. J.P. Morgan estimated that total sales exceeded \$5 billion, an increase of 56% over the previous year. What impact does that have

on packaging? How does that affect your business? How is your business preparing for greater on-line business?

The packaging industry is used to dealing directly with other industries and not so much with the end-user. But in a growing digital world, with greater consumer-demanded personalization, how does packaging meet consumer demands for on-demand availability and personalization?

There are many questions that need answers. That is why the implementation of knowledge bases and knowledge models within companies are the key to the new world. Through them we can ask key questions and to the extent that they are more robust, they will transform work teams to think and make decisions based on knowledge. ■

Wilson Perez is Director of Communication at Cambrica Corp.

Rosa Reissmann is a reliability engineer, business system implementor, business process analyst and a certified semantic technology systems expert.

Andy Reissmann has a business management background, is a business analyst and is a certified knowledge management specialist. The Reissmanns have decades worth of experience in the paper and paperboard converting industry.

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