

## RELIABILITY AND ASSET MANAGEMENT BRIDGING TECHNICAL AND BUSINESS FIELDS – THE APM JOURNEY

Paula A. D. Branco<sup>1\*</sup>, Guilherme J. B. Pedroso<sup>2</sup>

<sup>1</sup>The Navigator Company Rua dos Bombeiros da Celulose 3800-536 Cacia Portugal,  
paula.branco@thenavigatorcompany.com, Mob: +351 930479002

<sup>2</sup>The Navigator Company Mitrena Apartado 55 - 2901-861 Setúbal Portugal,  
guilherme.pedroso@thenavigatorcompany.com, Mob: +351 917503014

### ABSTRACT

The industrial physical asset management is strongly related with the achievement of a conscious balance between risk, cost, and performance. By having the best of these three main actors we will be ensuring high levels of efficiency, in generating value from the assets.

To meet the business drivers, the digitalization plays, here, a key role by delivering reliable and data driven decisions. Digital enablers such as mobile tools, industrial internet, or predictive analytics are some of the technologies that can pulled up.

The aim of this paper is to share the challenges and innovations in the pulp and paper industry to maximize reliability, through Asset Performance Management (APM).

A case study will be used to illustrate an experience in this APM journey and how the principles associated to the implementation of practical technology achieved positive return on investment.

**Keywords:** asset, failure, maintenance, performance reliability