



Bricks in Storage at  
The Ceramic Factory – Botevgrad



## Customer Success Story

# ATICS, Ltd./ The Ceramic Factory Botevgrad, Bulgaria



A Factory Control Screen at The Ceramic Factory

### About ATICS, Ltd./The Ceramic Factory

The Ceramic Factory - Botevgrad is one of the leading suppliers of construction materials for this booming industry in Bulgaria. Botevgrad is a small town near Sofia, the capital of Bulgaria, known for its industrial area, where many big companies have built factories and subsidiaries. ATICS, Ltd. is the ICONICS sales channel partner working with LogiSoft, a systems integrator, to bring advanced industrial automation software solutions to the Bulgarian brickmaker.

### ICONICS Software Deployed

The Ceramic Factory - Botevgrad, working with ATICS, Ltd and Logisoft, elected to install ICONICS' GENE-SIS32™ V9 Web-enabled, OPC-integrated HMI/SCADA suite, as well as ICONICS' ReportWorX™ enterprise

reporting/charting/analysis software, a component of ICONICS BizViz™ Manufacturing Intelligence/Business Visualization suite.

### Project Summary

The Ceramic Factory - Botevgrad has experienced recent growth as the construction industry continues to grow in Bulgaria. The company required visualization of the manufacturing processes involving its furnaces as well as of the transportation line for the produced bricks. The factory also sought an additional module for reports to help management mitigate downtime issues and increase productivity.

The company realized that as business grew, it would require premium, robust solutions to meet its visualization, control and reporting needs. The selected solution would need to integrate with the company's existing VIPA PLCs, approximately 150 I/O points and KEP OPC Server for Siemens PLCs. In addition, The Ceramic Factory – Botevgrad sought HMI/SCADA and reporting solutions that would also work with its Microsoft Access database and its desktops and servers running Microsoft Windows XP Professional.

### Benefits of the System

The Ceramic Factory – Botevgrad soon realized many of the benefits of implementing ICONICS' industrial automation software solutions. The construction materials manufacturer was pleased at the quick installation within six weeks of request, easily performed by its system integrator LogiSoft, with assistance by ICONICS channel partner ATICS, Ltd.

The company was also able to save on anticipated internal or external system development costs. Implementing ICONICS GENESIS32 and ReportWorX required no need for additional scripts or programming. Additionally, the firm recognized the benefit of solutions, such as GENESIS32, that are integrated with OPC technology – providing a basis for improved system communications and allowing for secure, open connectivity from plants and facilities to the enterprise level.

More cost-savings for The Ceramic Factory – Botevgrad are attributed to the resulting increase in the number of report options. The new reporting capabilities

## Conclusion

Faced with record growth in its industry, The Ceramic Factory – Botevgrad ensured it could control costs as well as it could control its furnaces and transportation line by selecting ICONICS' software solutions. With GENESIS32 and ReportWorX, the construction materials supplier is building a firm foundation for its own future.



*Manufacturing Equipment at  
The Ceramic Factory - Botevgrad*



*Brick Transport Controls*

ties via ReportWorX allow the company to compile data from a wide array of different data sources in order to compile KPIs such as equipment downtime statistics that can be acted upon in order to increase efficiency and save money.

## Key Features

The Ceramic Factory – Botevgrad selected ICONICS solutions because they met specific criteria, including:

- State-of-the-Art Visualization of Manufacturing Processes
- Easy, Intuitive Process Control Options
- Advanced Reporting with a Wide Range of Integration Options
- Robust, Secure OPC Connectivity