



Sparks fly during steel production at AFV Beltrame S.p.A.



Customer Success Story

AFV Beltrame S.p.A. Vicenza, Italy



An AFV Beltrame S.p.A. Steel Plant Control Screen

About AFV Beltrame S.p.A.

The Beltrame Group is a European leader in the production of commercial rolled steel sections, as well as the main producer of special bars for shipbuilding and earth-moving machines. Today, the Group is in the forefront of technology and innovation within the industry. It boasts a century-old tradition, started by the Beltrame family at the end of the 19th century and continuing through its Laminés Marchand Européens subsidiary. The Beltrame Group's distinctive elements are the quality of the product and the ability to satisfy customers' needs through excellent service. With nine strategically located plants, it is the only European steel rolling operation with production of over three million tons.

ICONICS Software Deployed

AFV Beltrame S.p.A. has selected ICONICS GENESIS32™ OPC Web-enabled HMI/SCADA suite to assist in the production of its rolled steel from iron scrap. Currently, the company has about 30 installations between its steel plants and rolling mills.

Project Summary

AFV Beltrame S.p.A. started a search for an HMI/SCADA solution to better visualize and control processes within its multiple plant locations. Examples of such processes include lowering pollution within fusion furnaces, cooling, and stocking and insertion of iron alloys in silos. Each plant would have its own graphical interface, settings and alarm requirements. In addition to a robust system for the set-up, monitoring and control of its plants, AFV Beltrame S.p.A. required a solution that was easy and fast to develop and deploy. The selected system would need to easily handle several thousand tags and I/O points, working with existing Allen Bradley PLCs. An additional need was integration with the company's existing Microsoft SQL Server installation. The company also runs Microsoft Office and Visual Studio.

Benefits of the System

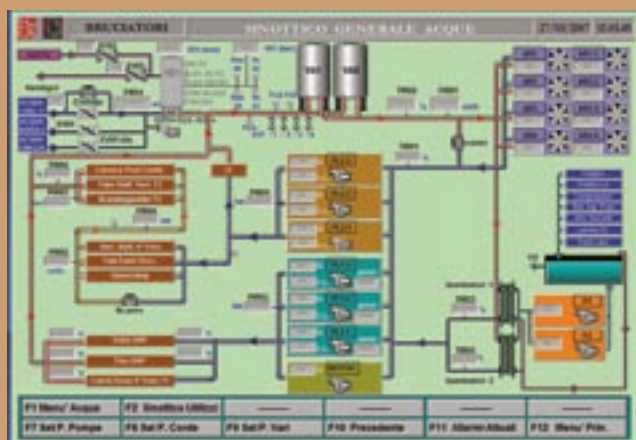
The European rolled steel producer has been happy since the initial rollout of its ICONICS GENESIS32 solution. AFV Beltrame's new HMI/SCADA system has allowed it to save thousands of euros as it speeds up its own internal application development time. GENESIS32 also provides the manufacturer with the abil-

ity to better adapt to process or environmental changes. This led to the company’s wide rollout from its Vicenza headquarters to locations in S. Didero, Marghera, S. Giovanni Valdarno, S. Giorgio Nogaro and Villadossola. AFV Beltrame S.p.A. also selected GENESIS32 as it plans to utilize the software to adapt to additional applications beyond the present fusion furnace pollution abatement, plant cooling and iron alloy stocking/silo insertion. ICONICS’ scalable software will also prove its value when the European steel provider decides to add to its existing Microsoft technology or its number of licenses/seats.

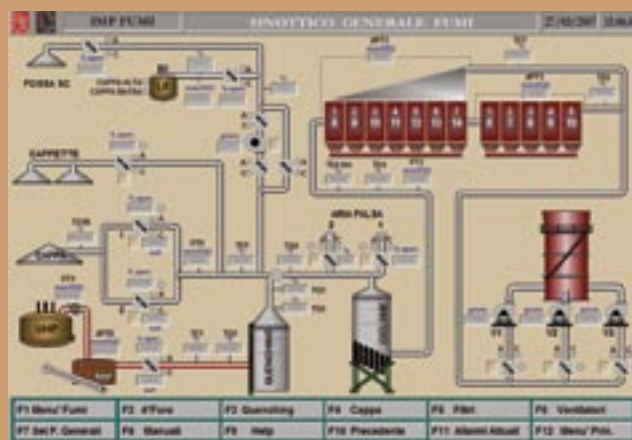
Product Highlight



GENESIS32 delivers unparalleled ease-of-use, performance and cost savings due to its design built on open standards and is available as a fully integrated suite or as modular products.



Water Systems Summary Screen at AFV Beltrame S.p.A.



Air and Smoke Handling Summary Screen

Conclusion

AFV Beltrame S.p.A. was able to save both time and money by implementing ICONICS’ HMI/SCADA solutions. Development time is faster. Adapting to change is easier. And operations for the steel manufacturer keep rolling thanks to GENESIS32.

Key Features

AFV Beltrame S.p.A. chose ICONICS solutions for meeting their requirements, including:

- Fast, Easy Development and Deployment
- Familiarity with Steel Industry Processes
- Low Total Cost of Ownership
- Integration with Existing Technology, Including Microsoft Solutions