

# Framtidens Logistikk

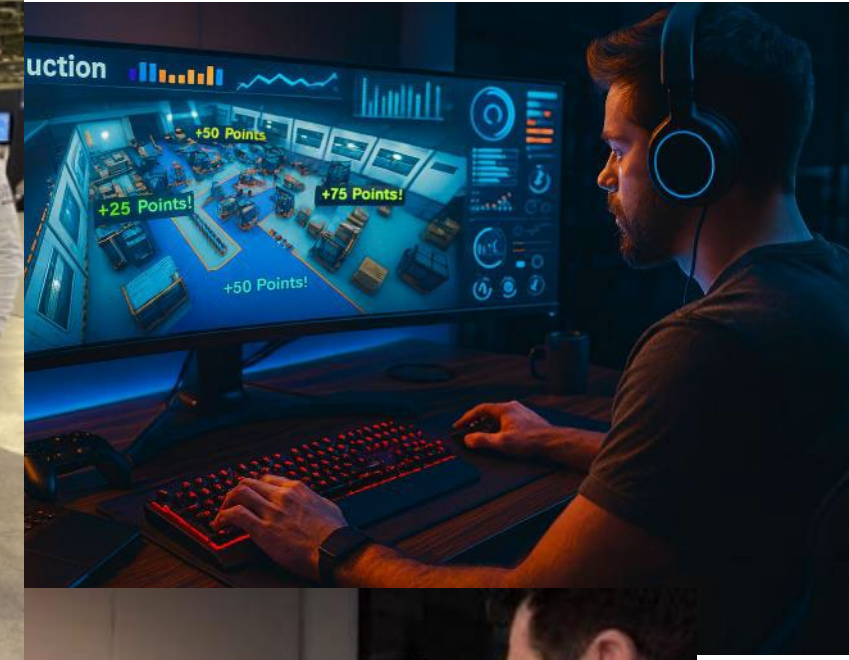
30.10.2025



moicon  
DIGITAL TWIN

# About Moicon

- Based in Norway
- SaaS Digital Twin technology for Manufacturing
- Business model: SaaS + Projects
- 3D visualization experts from the gaming industry
- Certified Partner of Autodesk since 2018 (APS)
- Partner of Manufacturing Technology Norwegian Catapult (MTNC)
- Reorganized company structure in 2024 and became Autodesk Sustainability tech partner



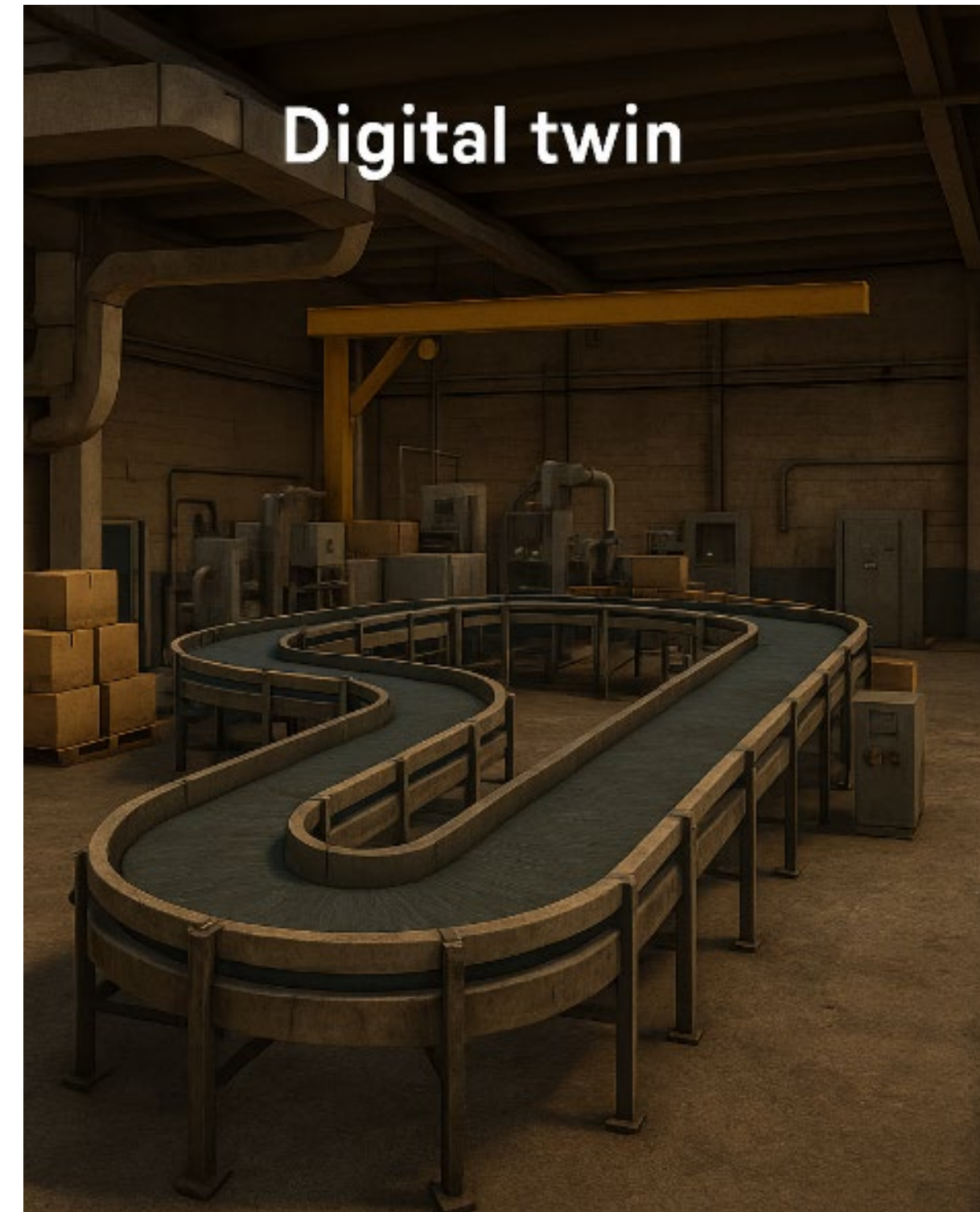
## Moicon's Mission

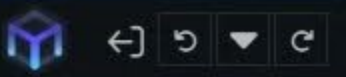
Provide manufacturers with valuable insight for sustainable operations, increased performance and decreased costs by communicating more efficient.

Moicon is the friendliest Digital Twin available for manufacturing



# Why gaming technology?





Asset Library search assets ...

Categories All > Moicon assets

Beams Conveyors Primitives

Assets

12 shipping contai...	12 shipping contai...	6 shipping contain...
6 shipping contain...	ABB IRB 1010	ABB IRB 1100
ABB IRB 120	ABB IRB 1200	ABB IRB 1300-1150

# The Manufacturing Data Challenge

**Manufacturers receive this...**

not realizing contextual value from all the data

**... when they need this!**

real-time, intuitive data in 3D to power decision making





## 1. Data

You gather data on something to measure and understand its performance or behaviors.



## 2. Sorted

You sort, cleanse, organize, and combine the data so it's ready to be analyzed.



## 3. Presented Visually

Once you have sorted data, you have reports with data charts and graphs that provide better visual context.



## 4. Visualized

**DEMOCRATIZED**

You visualize the data in a **DIGITAL TWIN** so people can more easily monitor and understand what's happening



## 5. Data Analysis

**CONTEXTUALIZED**

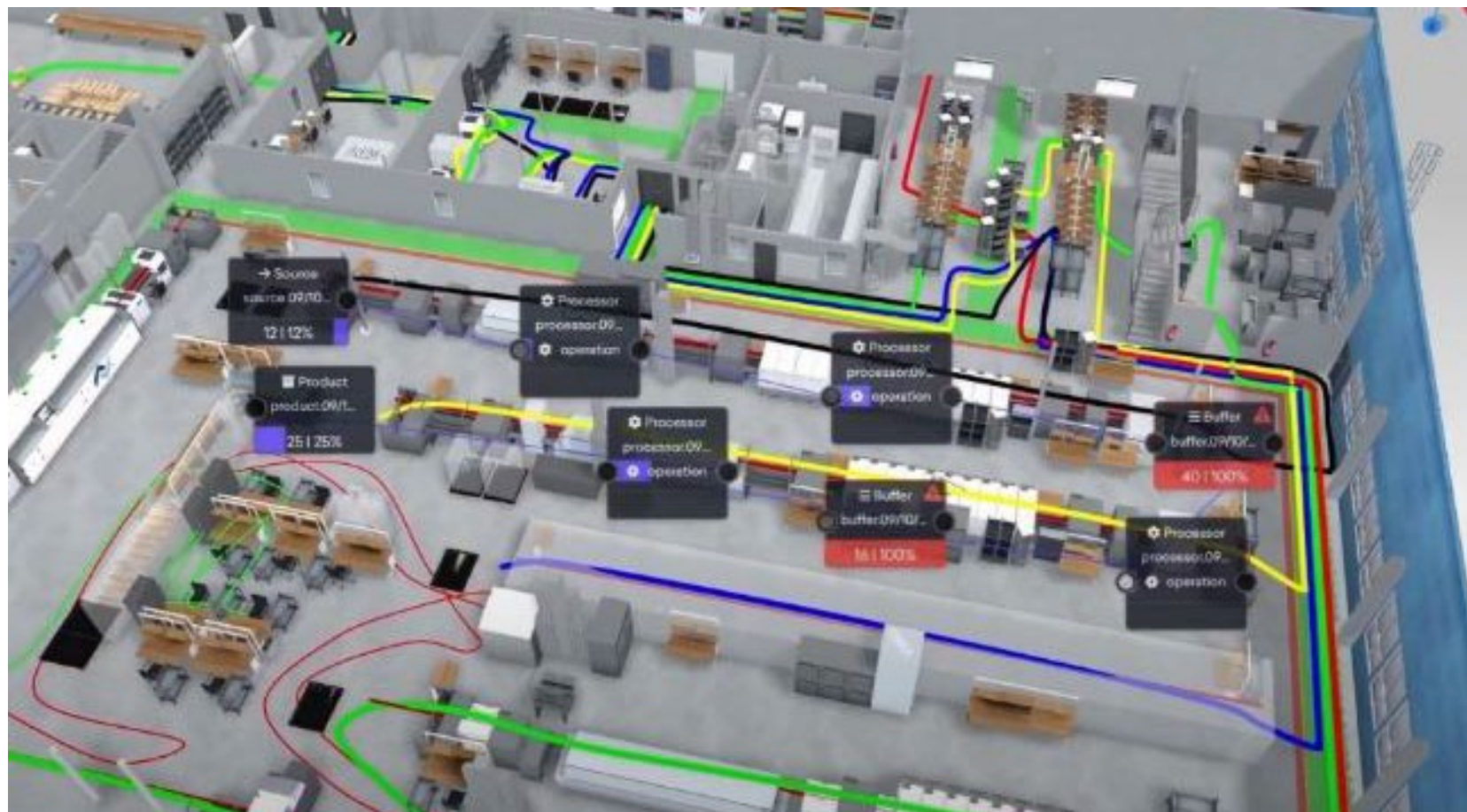
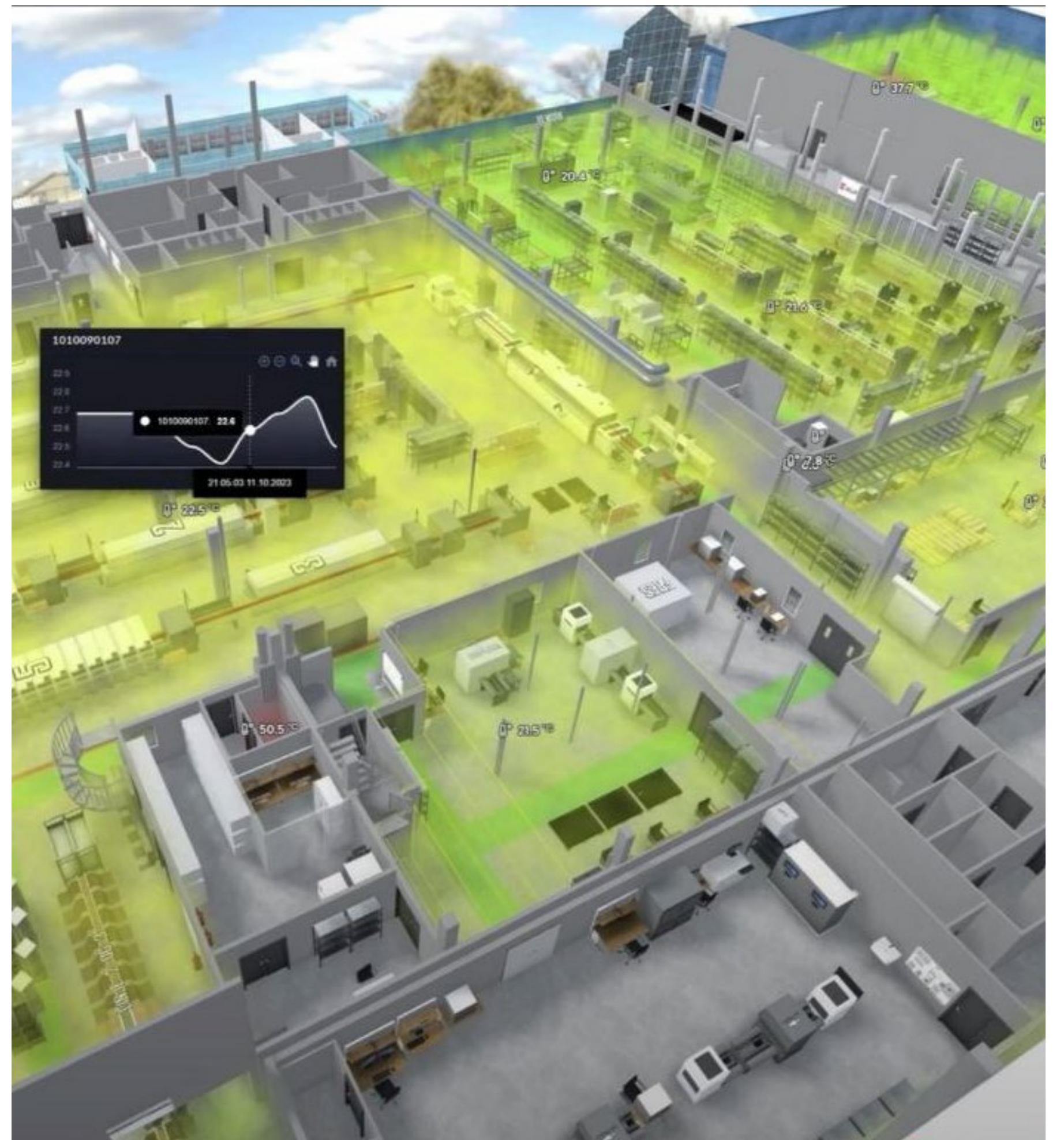
In the analysis process, you use the intuitive and contextualized 3D visualized data to identify key observations



## 6. Data Explained with a Story

**DECISION SUPPORT**

All of the previous, makes you go from "What" to "Why" which enables you to tell the **DATA STORY**.



The screenshot displays a 3D simulation of a factory floor. A production line is visible with various work centers and conveyor belts. A central window provides a detailed performance analysis for a specific work center:

**Overload:** The Overload score of 2 indicates that the work center is operating at a moderate level of capacity utilization, with some potential for increased throughput.

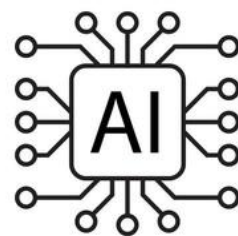
**Queue:** The Queue score of 2 suggests that the work center is experiencing a moderate level of work-in-progress, which may lead to some delays in processing.

**Material:** The Material score of 0 indicates that the work center has sufficient materials available to support its operations, with no material shortages or delays.

The TotalScore of 7 indicates that the work center is not currently experiencing a bottleneck, but it is close to the threshold. To optimize the workflow, the focus should be on improving the Overload and Queue scores, as these are the areas with highest potential for improvement:

- Improving capacity planning and load balancing to reduce Overload
- Implementing better work-in-progress management techniques to reduce Queue

The interface also includes an Asset Library on the right side, showing various components like Beams, Conveyors, and Primitives, along with specific assets like shipping containers and ABB robots.



# Turn this...



# ...Into this

