



Food sector sample Business Case: Value calculator for continuous pasteurization plants

Continuous or HTST (High-Temperature-Short-Time) **pasteurization** is more efficient and milder on the product than the discontinuous (or batch) process. The sales reps of the manufacturer of continuous pasteurization plants are in dire need of a **value calculator** to demonstrate the advantages of their product to the perspective customers. The **simevo Process Simulation technology** can be used to create a first-principle, steady-state process model of the plant. The model is capable of accurately predicting the performance with the actual product and utilities available at each customer site. Thanks to the flexibility of the technology the model can be deployed on the cloud and made accessible to the sales reps from their tablets.

Costs: The development effort for the solution is in the range of a few man-months. License fees are charged on a pay-per-use basis as the mobile terminals connect to the cloud. The cost impact is in the range of 10% of the sales rep traveling costs.

Soft savings: The sales reps are more efficient and professional in their job; shorter time and less errors in the preparation of proposals.

Hard savings: Increased hit rate of the sales organization.



simevo – simulation, evolved

Web: <http://simevo.com>

Address: Via Cesati 12 - 13100 Vercelli, Italy

Telephone: +39 320 8960642

Email: info@simevo.com