

Telefónica Tech digitises the Reviver plant of GAM



- The technology company implements the warehouse management and production management systems at GAM, helping to make the processes of its machinery remanufacturing plant in Villacé (León, Spain) more efficient.
- The project will enable the Asturian company to generate a positive impact on the environment by providing traceability of all components entering the plant for reception and repair or to discard unserviceable materials beforehand.

Madrid, 28 October 2024. [GAM](#) has entrusted [Telefónica Tech](#) as a technology partner to carry out a comprehensive digitalisation project at its Reviver industrial machinery remanufacturing plant, located in Villacé (León, Spain). This agreement will contribute to generate a positive impact on the environment and will help to achieve Reviver's objective of extending the useful life cycle of the equipment.

Telefónica Tech, through its company [Geprom](#), has carried out a technological consultancy to analyse GAM's needs and design a turnkey project that includes the implementation of warehouse management systems (WMS) and production management systems (MES) as well as communications solutions (WAN, LAN and WIFI), cybersecurity and systems with hybrid cloud architecture in the plant itself. The integration of the MES and WMS with GAM's ERP will allow the company to have full traceability of machines and industrial components entering its Reviver plant to be dismantled and refurbished for a second life.

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The warehouse management system (WMS) will automate and synchronise in real time all warehouse operations (end-to-end traceability of industrial machines and components, stock management, incoming and outgoing goods, demand planning, etc.) and will be in continuous communication with the MES, facilitating the work of operators by enabling the planning, monitoring and control of factory production processes (parts produced, consumed or remanufactured, registration of unserviceable material, etc.). In this way, for example, when there is a lack of material, the MES will send the task to the WMS so that the logistics staff can locate and move the necessary materials.

The project will also include the development of the interface so that Reviver operators can work with the implemented WMS and MES systems. In addition, workers will be equipped with devices to guide them in the digitalisation of operations from any point and will have access to productivity indicators and other relevant information (such as material consumption, the amount of material produced, a record of logistical movements after scanning the elements of the factory...).

Julio Caamaño, director of the Reviver plant, says: “The collaboration with Telefónica Tech allows us to take a decisive step in the optimisation of our industrial processes, not only improving operational efficiency, but also contributing significantly to sustainability. With full traceability of every component and machine, we ensure that each piece of equipment receives a second life, minimising waste and reinforcing our commitment to the circular economy and the environment”.

Dario Cesena, CEO of Geprom Part of Telefónica Tech, says: ‘The comprehensive digitisation project of the GAM plant is yet another example of how technology contributes to the circular economy, in this case giving industrial machines a second chance. The implementation of the production and warehouse management systems will allow GAM to gain in efficiency and competitiveness by having all the elements of the factory registered in real time and having complete traceability of the production process’.

About GAM

[GAM](#) is a listed Spanish multinational company (BME: GAM), founded in 2003 in Asturias, which offers integral solutions for Industry based on the rental, maintenance and distribution of machinery, as well as services associated with its sector of activity.

It currently operates in 8 countries (Spain, Portugal, Morocco, Saudi Arabia, Mexico, Chile, Peru and the Dominican Republic). It has 80 branches, 10 business lines and more than 40,000 machines, with a managed fleet of 650 million euros.

In addition to new and second-hand machinery, GAM offers related ancillary services, such as specialised training for the sector, through Kirleo. It also offers sustainable mobility services, through Inquieto, with comprehensive solutions for last-mile delivery. The company also has an Audiovisual line, which offers a single-source solution for technical design, audiovisual equipment rental, structure assembly or energy solutions.

Reviver is the largest machinery remanufacturing plant in Europe - it is located on a surface area of 200,000 m² - with which GAM will bring back to the market some 3,000 machines per year, both

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nationally and in Europe, through the reconditioning of machinery and the recycling of by-products useful in other industries. In addition, these facilities will contribute to the generation of jobs and the repopulation of Empty Spain.

GAM serves more than 70,000 customers worldwide and employs more than 1,900 people through a strong distribution network of 350 mobile workshops.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data and Blockchain. For more information, please visit: <https://telefonicatech.com/en>

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