AUGURY

From Firefighting to Foresight:

How Molson Coors Albany Prevents Catastrophic Production Failures



MOLSON COORS beverage company

Background

Whether it's game day, a backyard barbecue, or any other celebration, beer needs to be there—cold, ready, and waiting. Molson Coors' Albany brewery makes that happen through round-the-clock production that can't afford to stop. For years, the maintenance team fought a losing battle against equipment failures, racing to fix problems after they happened, often in the middle of the night. Then they partnered with Augury to transform their approach. What started as skepticism about predictive, prescriptive maintenance has evolved into complete buy-in across three departments, with the team now catching problems weeks before they threaten production.

Challenge

Operating in isolation: Manual vibration routes consumed half a day just to collect data, followed by hours analyzing "squiggly lines" without the benefit of second opinions or collaboration.

Missing critical runtime windows: Essential brewing pumps only ran late at night during CIP cycles, making it impossible to monitor them during normal rounds and leaving the team blind to developing problems.

Losing equipment without warning: The team lost critical assets regularly because problems stayed hidden until catastrophic failure, forcing expensive emergency repairs and scrambling for replacement parts that could take weeks to source.

Solution

Transformed isolation into competitive advantage: Three departments now meet daily to review alerts and attach prescriptive guidance to every work order—achieving first-time fixes that eliminated repeat repairs and cut labor costs.

Maintenance conquered impossible monitoring: The team implemented 24/7 coverage that finally captured midnight pump runs and 2 AM cycles—enabling planned repairs that keep production running without emergency shutdowns.

The team converted crisis into control: When alerts flagged a particular motor, they coordinated with sister facilities to source parts at standard prices—preventing 3-4 weeks of downtime worth tens of thousands of dollars.

Achievements

$600k+
Costs Avoided

1000+ Hours
Downtime Avoided

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We've gone from two days of emergency downtime to two hours of planned maintenance. When we do schedule downtime now, we see it coming weeks away.

Linda Whitehead
Electrician/CBM

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The Transformation Journey

From uncertainty to confidence: The team wondered how AI would impact their work. But as every alert revealed genuine issues—like misalignments off by mere thousandths—questions turned to conviction. Now they champion expansion to more assets.

From isolation to collaboration: What started as individuals analyzing data alone has evolved into daily cross-department meetings. Brewing, utilities, and packaging teams now review each other's equipment health together, catching patterns no single department would spot.

From reactive to strategic: The team evolved from fighting fires to preventing them. With half-day manual routes eliminated, they now focus on root cause analysis, turning maintenance technicians into reliability engineers.

Keys to Albany's Success

Technology as transformation tool
The team views AI through decades of experience—just as PLCs enhanced rather than replaced their work, continuous monitoring amplifies their expertise instead of threatening it.

Physical proof drives digital adoption
By printing alerts and attaching them to work orders, the team created tangible evidence that mechanics could see and trust, bridging the gap between AI insights and hands-on repairs.

Verify, validate, expand
The team built confidence by investigating every alert and confirming with multiple methods—when alerts consistently proved accurate, even skeptics became advocates for expansion.

The Bottom Line Impact

The Albany brewery proves predictive maintenance delivers competitive advantage. The team transformed from reactive firefighting to strategic prevention—eliminating catastrophic failures, preventing million-dollar downtime, and building a culture where technology amplifies human expertise. Their advice to facilities still hesitating: "If you don't get on board now, your competition's gonna be out in front by leaps and bounds. They're going to be driving on four wheels while you're on three tires and a flat."

> Our mechanics now catch misalignments measured in thousandths of inches. They've gone from fixing failures to preventing them—that precision saves us thousands in avoided damage.
>
> **Linda Whitehead**
> **Electrician/CBM**

About Augury

A leading Industrial AI company, Augury helps manufacturers leverage real-time production insights to proactively address alerts, minimize downtime, reduce asset costs, and maximize yield and capacity. Combining predictive and prescriptive AI technology with industry expertise, our customers achieve payback in six months or less.

Spotlight Award Winner, 2025

Molson Coors' Albany brewery earned the 2025 Augury Spotlight Award for Maintenance & Reliability Excellence. The team transformed skepticism into advocacy, preventing over 1,000 hours of downtime, and saving $600K+ through early detection that stopped catastrophic failures before they happened.

This award recognizes the top 5% of facilities for machine health excellence based on fast alert response, robust technical infrastructure, strong team adoption, and measurable results.



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