

Digital manufacturing technologies help to overcome global hurdles

In the last few years, the global manufacturing industry has faced unprecedented challenges, driving companies to rethink how they can maintain a competitive edge and maximise profitability. In these testing times, how can manufacturers transform their operations to meet customer demands and thrive in today as well as tomorrow's marketplace? This is the question that Hartmut Pütz, President - Factory Automation EMEA at Mitsubishi Electric Europe B.V., answers in his exclusive videocast interview "Digital Manufacturing in times of challenges".



[Source: Mitsubishi Electric Europe, Germany]

Companies all around the world have been facing an exceptional number of operational challenges recently. Despite the currently dynamic environment, businesses can still successfully grow, navigating turbulent and uncertain markets by adopting key automation solutions that support increased responsiveness, resilience and profitability.

Based on his extensive expertise and experience in the field, Hartmut Pütz, recommends companies to be proactive in the implementation of data-driven technologies, such as data analytics, artificial intelligence (AI) and digital twins. They are at the core of effective, future-oriented business strategies. In effect, these support digital transformation strategies and unlock key opportunities to generate business intelligence. By gathering, analysing and sharing data from the shop floor, it is possible to determine how processes can be improved, driving productivity, efficiency and uptime.

To quickly enhance operations while optimising capital investments, it is recommended to adopt innovative technologies for smart manufacturing in stages. Therefore identifying the one that are most suited and can deliver the greatest gains is extremely important. A fast-growing number of real-world examples is already showing how companies can develop durable, agile strategies to increase their resilience and competitiveness.

To learn more about how digital manufacturing can enhance the resilience of your manufacturing operations, watch Hartmut Pütz's interview on the Mitsubishi Electric Videocast here:

<https://youtu.be/pcM42zBRSRU>

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For more information, please visit www.MitsubishiElectric.com

**U.S. dollar amounts are translated from yen at the rate of ¥122=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022.*

About Mitsubishi Electric Factory Automation Business Group

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

www.MitsubishiElectric.com/fa/about-us/automating-the-world

Mitsubishi Electric Europe B.V. Irish Branch- Factory Automation

Mitsubishi Electric Europe B.V. Irish Branch - Factory Automation has its Irish headquarters in Ballymount, Dublin 24 and has been serving the Irish market since 1992. The Irish Branch is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Factory Automation in Ireland is to manage sales, service and support across its network of local partners and customers throughout Ireland.

For more information, please visit: <https://ie.mitsubishielectric.com/fa>

About e-F@ctory

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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