

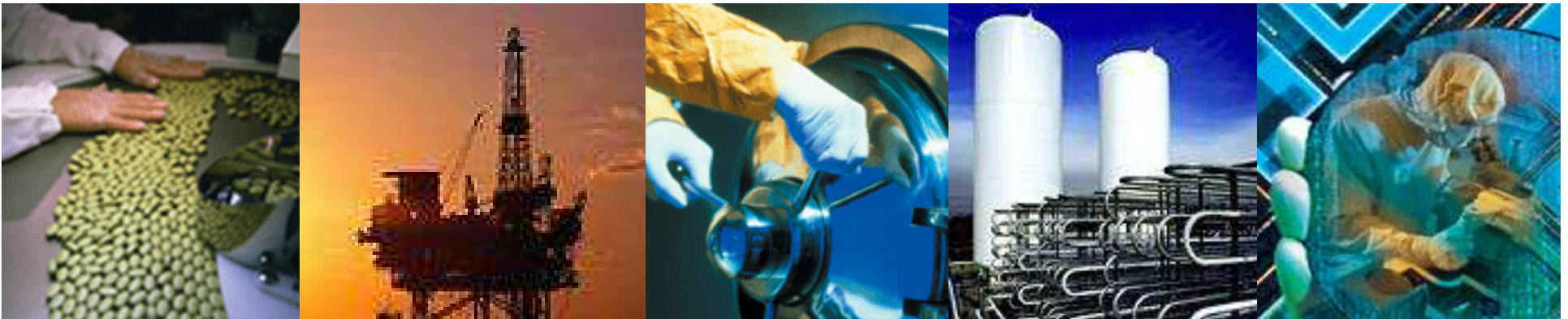


Intelligent Networked Manufacturing

Amitava Guha Thakurta

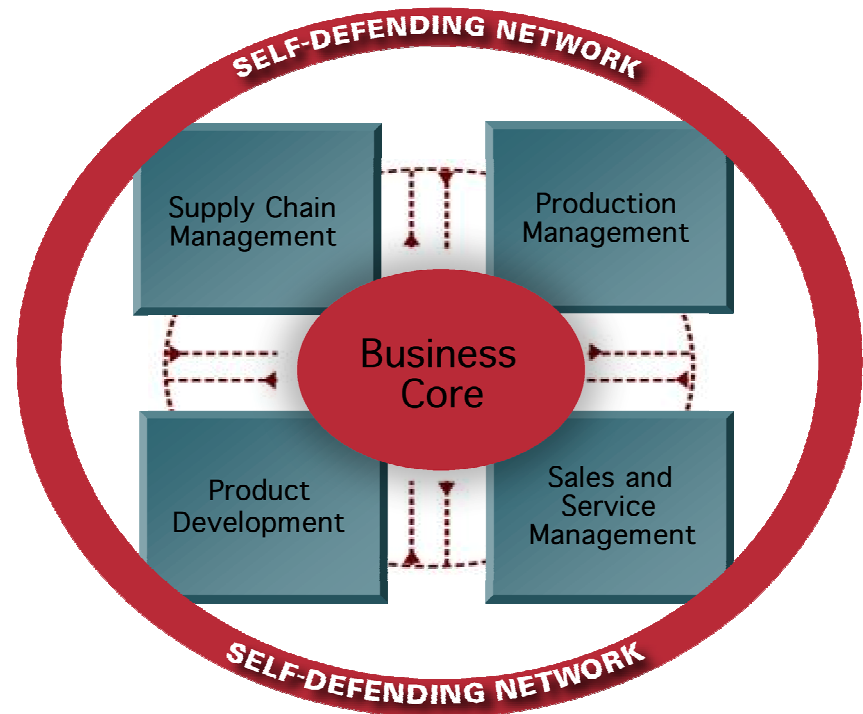
Key Industrial Market Trends

- **Globalization (R&D, production, suppliers, etc.)**
- **Outsourcing (production, engineering, logistics, etc.)**
- **Reduced profit margins and rising labor costs**
- **Compliance and new technologies**
- **Customer satisfaction and retention concerns**
- **Service revenues**



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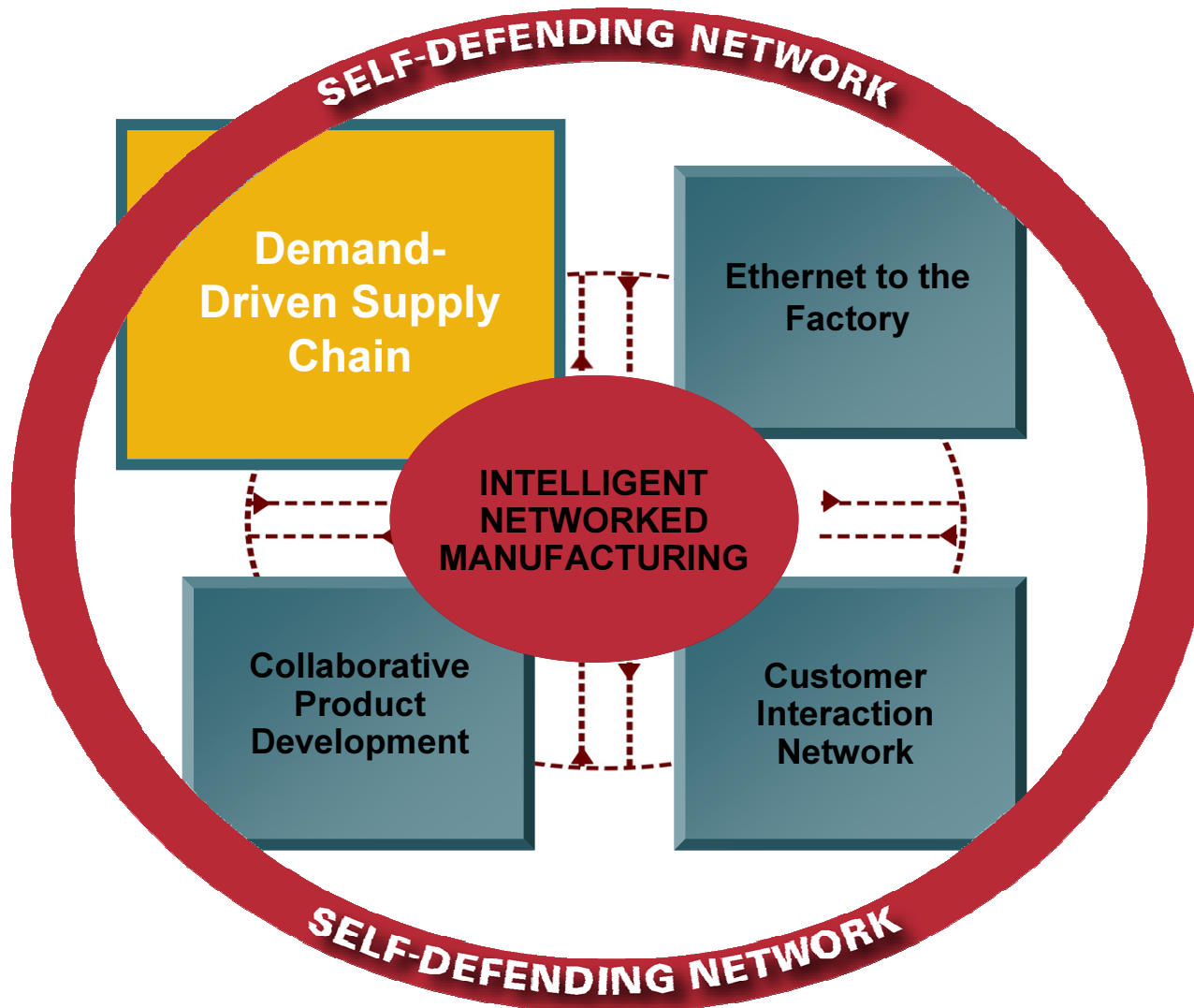
- Creates a **COLLABORATIVE** standards-based manufacturing environment
- Provides **VISIBILITY** throughout your organization and with your suppliers, partners, and customers
- Enables **FLEXIBILITY** to manage your operations remotely and react quickly
- Ensures **SECURITY** for all business communications
- Lowers **TOTAL COST OF OWNERSHIP**



Holistic Approach to the Manufacturing Process

Links Major Portions of the Internal and External Value Chain to Maximize Efficiency and Customer Value

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- For the VP of Supply Chain and Logistics

- Key message:

“Your supply chain is only as strong as your weakest link, so network all your locations to increase visibility”

- Solution partners

SAP

D. W. Morgan

HP

Demand-Driven Supply Chain and Logistics

- **By taking a holistic view, networking all locations, and making end-customer demand the main signal, manufacturers save money and create revenue**

Increase order accuracy, quality control, and distribution productivity

Decrease out-of-stocks, inventory costs, and incorrect shipments

Comply with various mandates including RFID, COO, and WEEE

- **Futureproof your network investment**

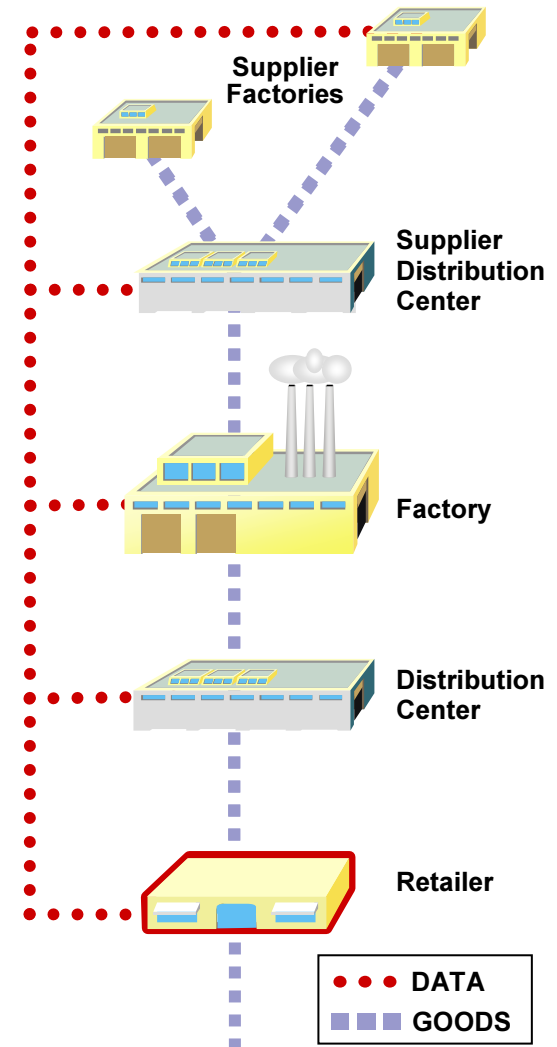
Network your distribution centers and key supplier factories as branch locations

RFID-ready

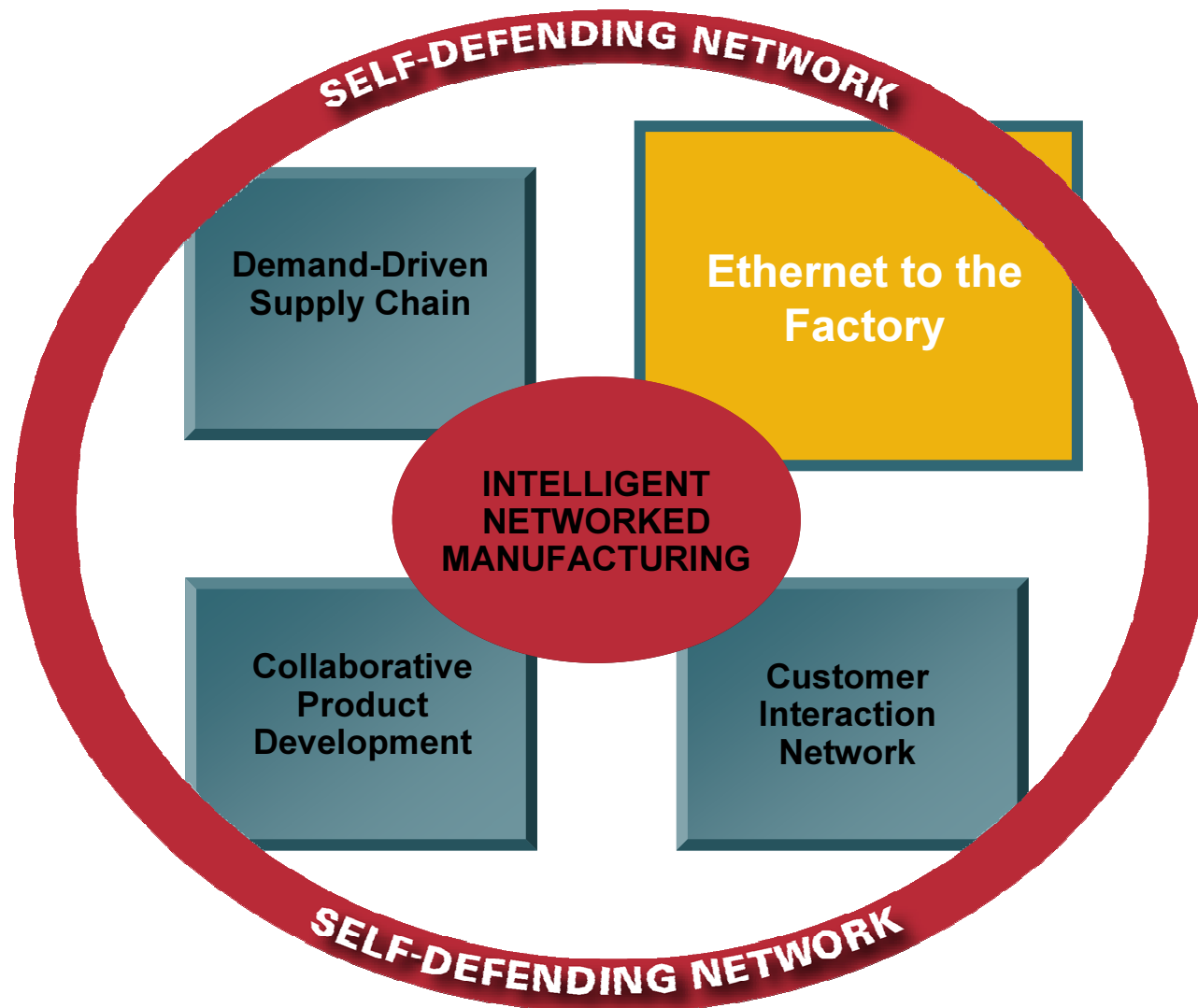
ERP, Supply Chain, and Warehouse and Logistics Management Software

Wireless, VoIP, Video capable

ILLUSTRATIVE SUPPLY CHAIN

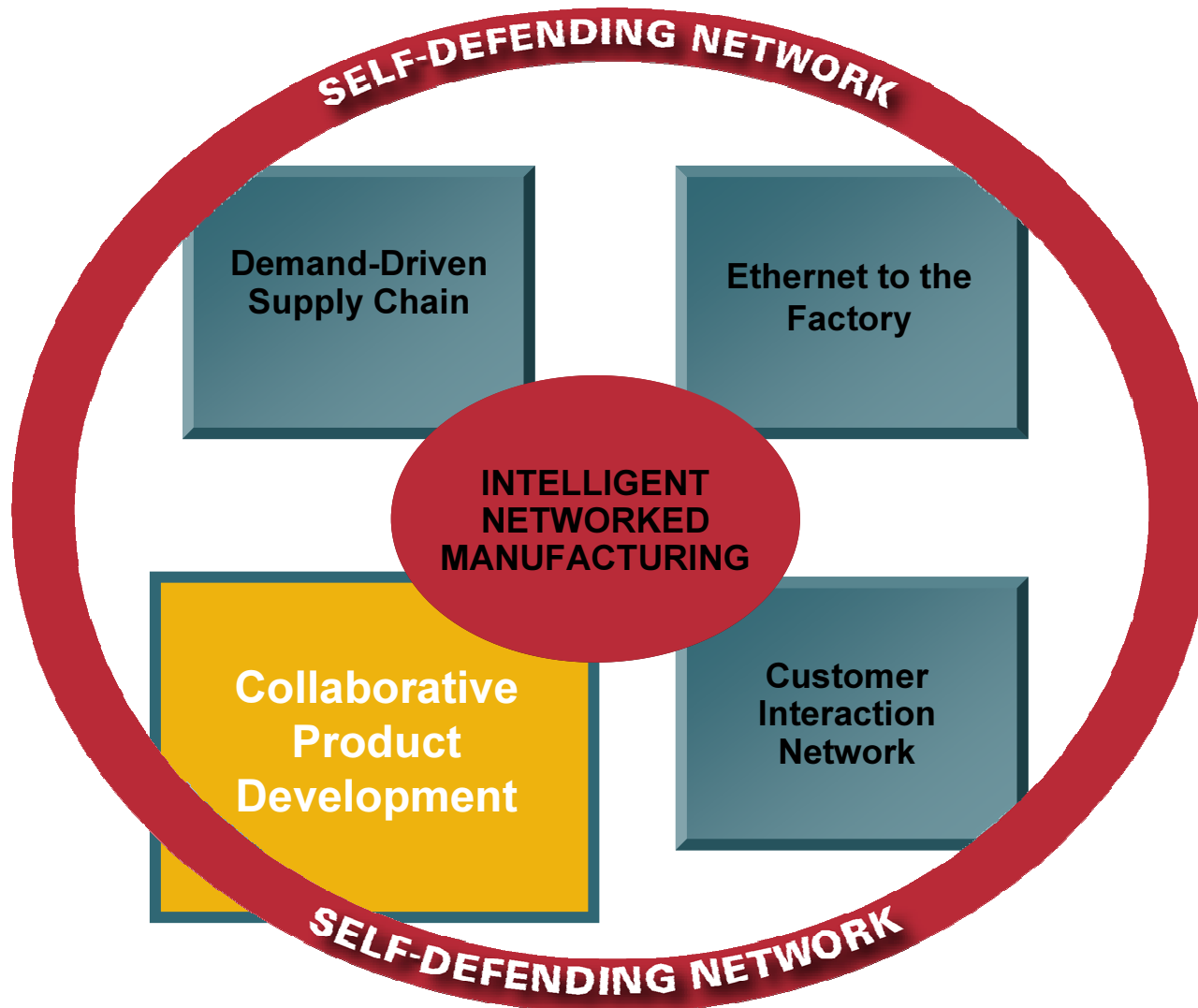


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- **For the Plant Manager**
- **Key message:**
“Automation vendors are moving to Ethernet to save money, and to increase visibility and flexibility”
- **Solution partners**
 - Rockwell Automation
 - OSIsoft
 - Honeywell
 - Intermec

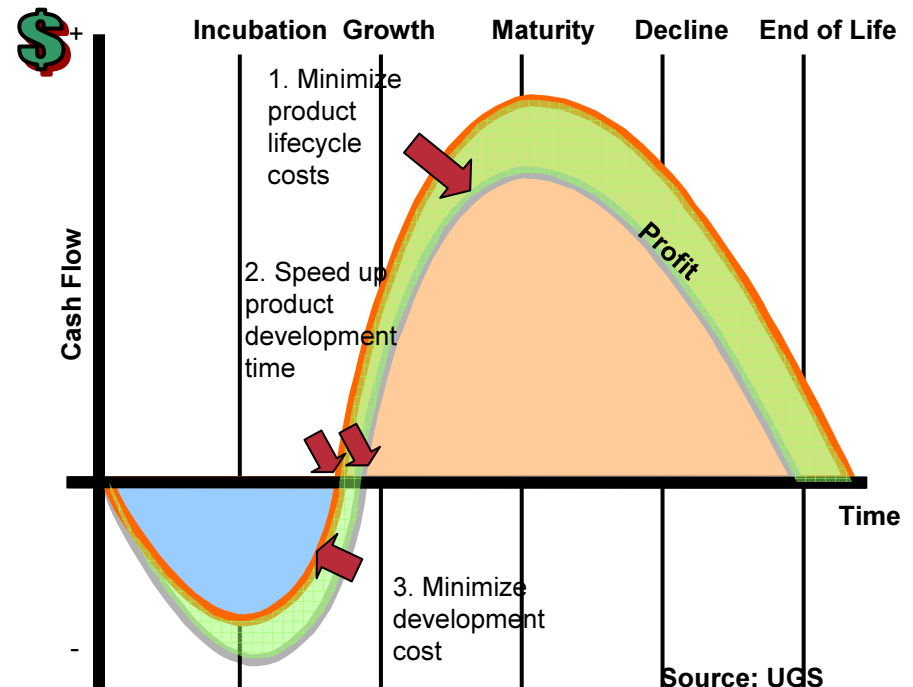
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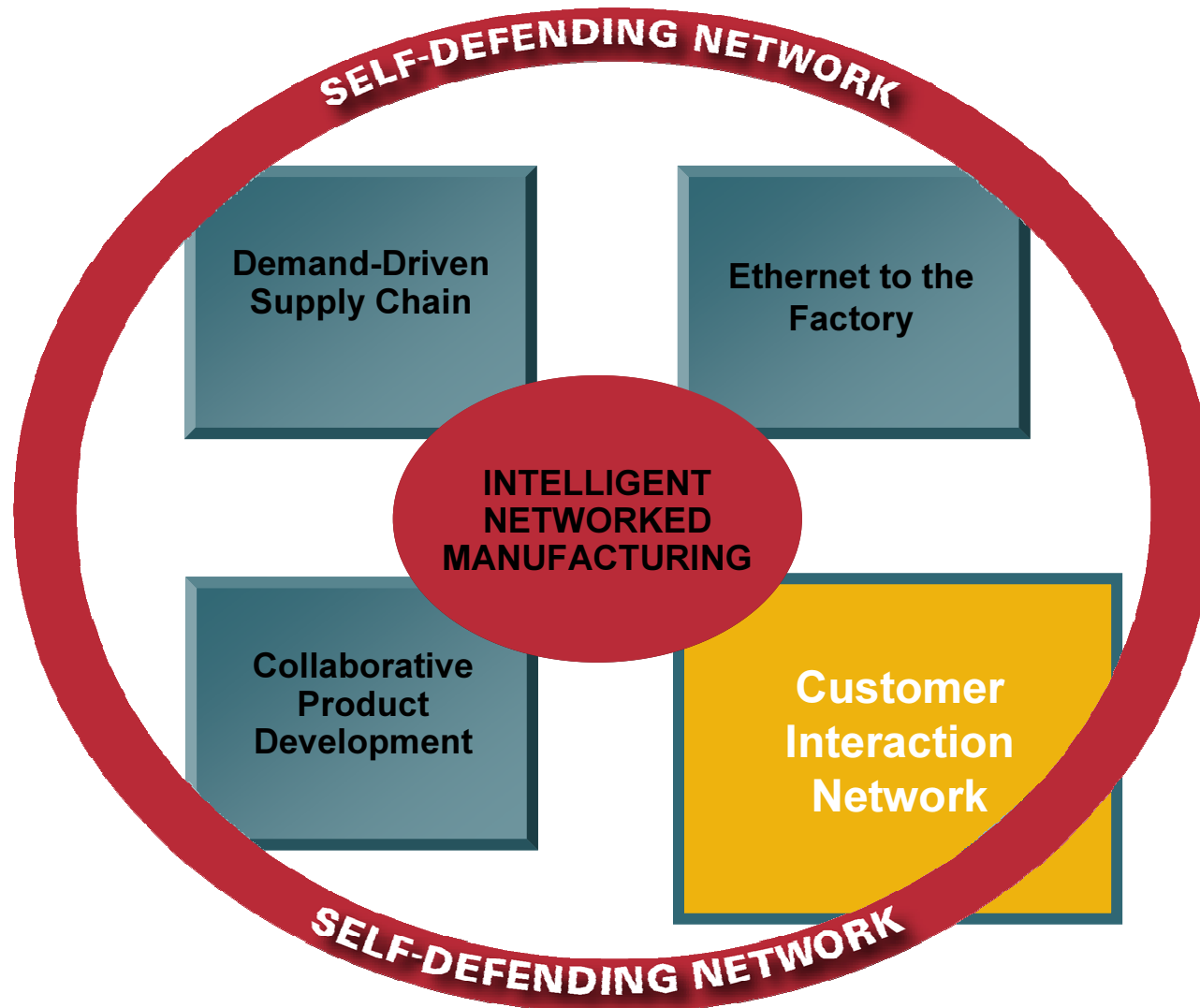
- For the VP of R&D, Engineering, and Product
- Key message:
 - “Global design collaboration requires optimized and secure business communications”
- Solution partners
 - Agile
 - UGS

Collaborative Product Design

- **Minimize product lifecycle costs**
- **Speed up development time**
- **Minimize development costs**
- **Enhance program profitability by enabling top-line revenue growth and control of program costs and resources**
- **Enable improved global responsiveness**



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- For the VP of Sales

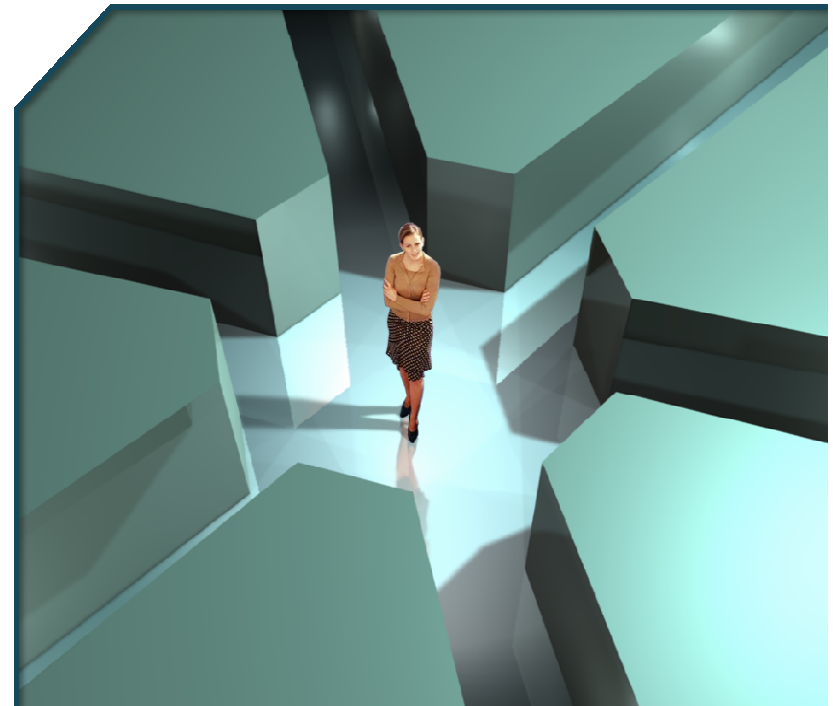
- Key message:

“Profitability is a function of having the right product in the right place at the right time and maximizing customer intimacy”

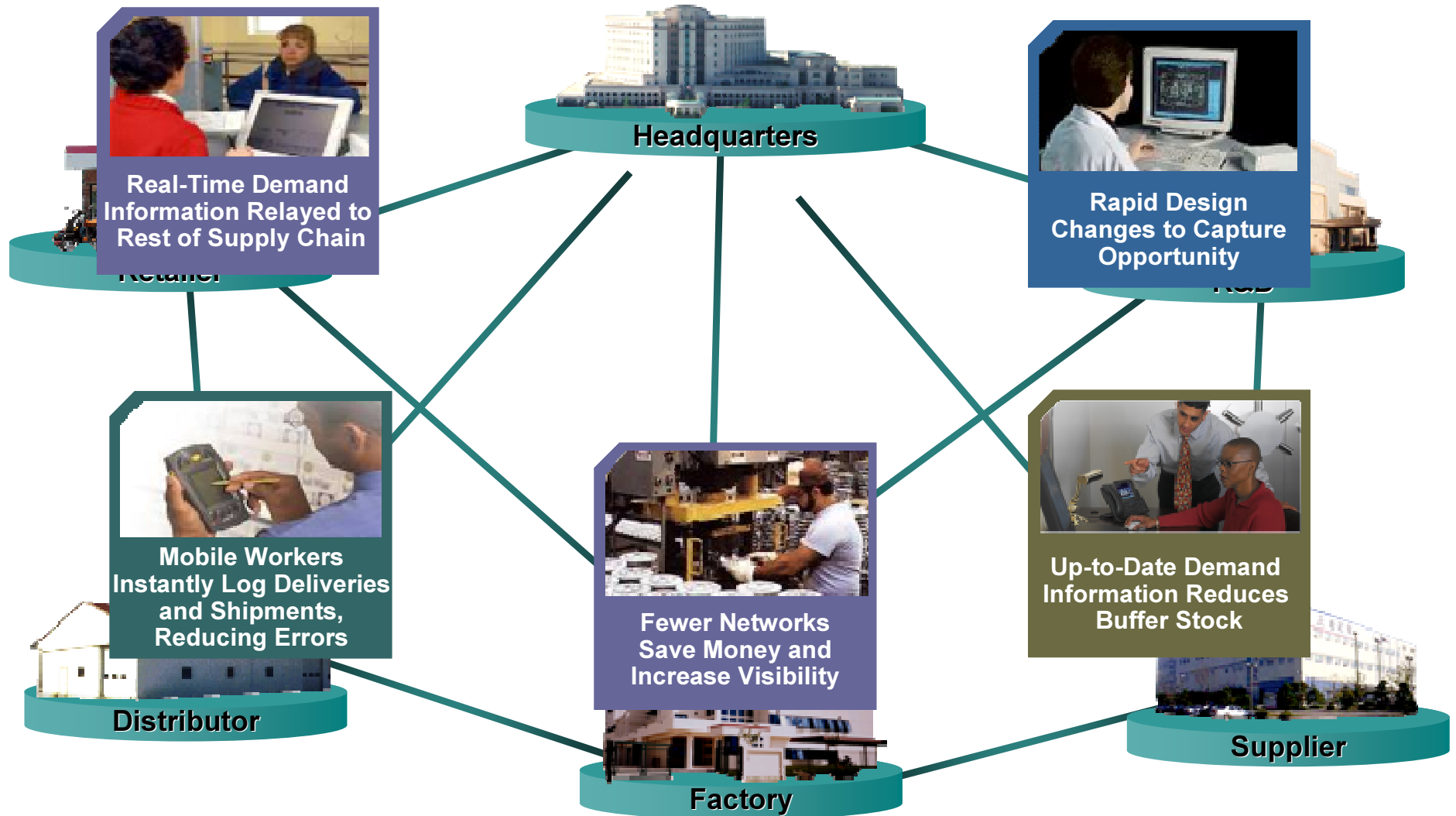
Customer Interaction Network (CIN) Changes the Paradigm

Today, IP-based technologies offer new opportunities

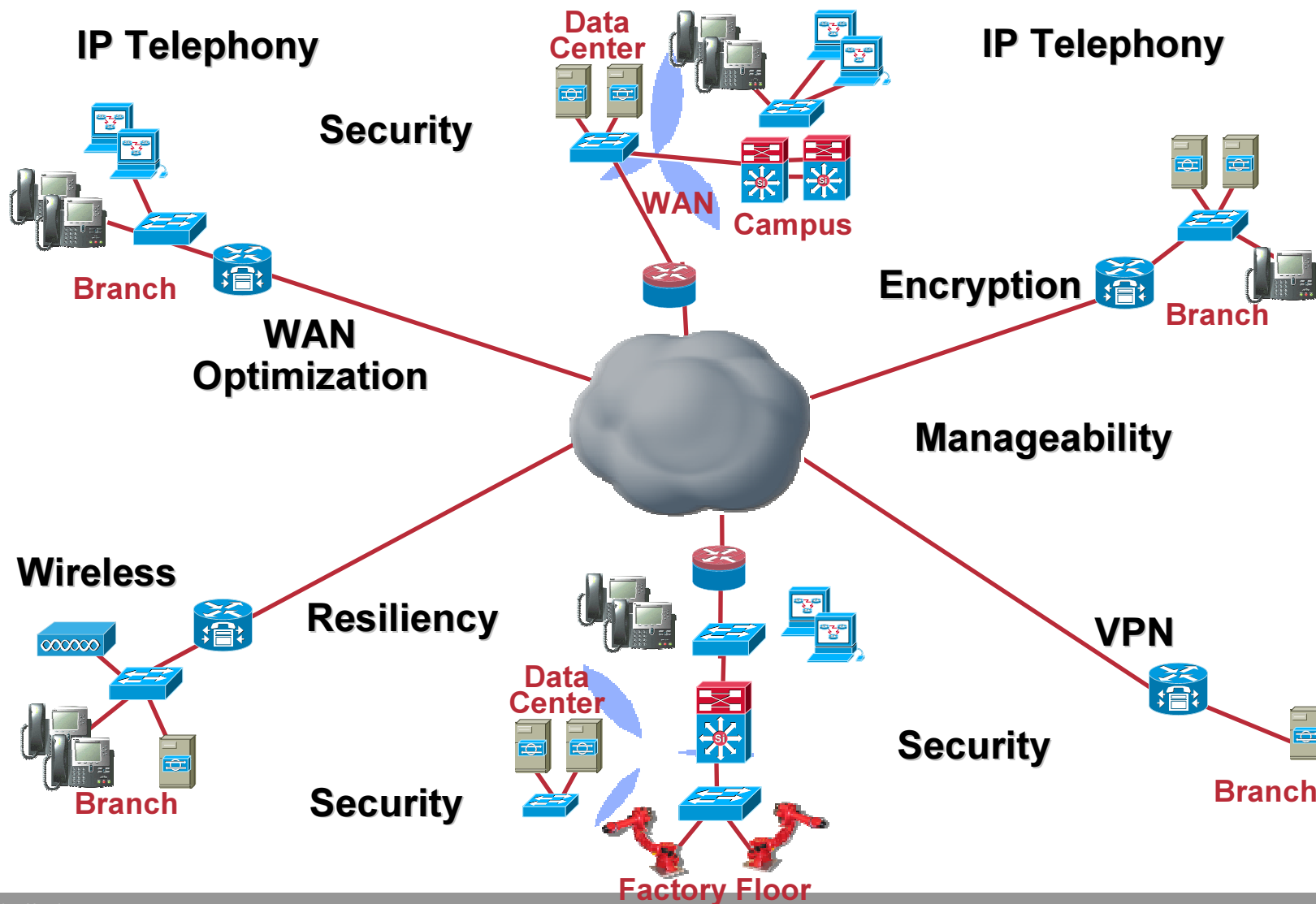
- **Customer-centric orientation**
 - Focus on real customer needs
- **New value proposition**
 - Redefines traditional trade-offs between cost and customer delight
- **Differentiation of services**
 - Easier deployment of dramatic new capabilities
- **Relationship and loyalty driven**
 - Moving beyond tactical transaction-oriented solutions



Enabling Intelligent Networked Manufacturing



Enabling Intelligent Networked Manufacturing



Customer Wins



