



Automation Will Be a Key Part of our Full End-to-End Factory Simulation Improving Global Industrial Performance

Headquartered in Kyoto, Japan, OMRON Corporation is a global leader in the field of automation.

OMRON

Established in 1933 and headed by President and CEO Hisao Sakuta, OMRON has more than 24,000 employees in over 35 countries working to provide and services to customers in a variety of fields including industrial automation, electronic components, social systems (ticket gate machines, ticket vending machines, and traffic control), and healthcare. The company is divided into five regions and head offices are in Japan (Kyoto), Asia Pacific (Singapore), China (Shanghai), Europe (Amsterdam) and US (Chicago).

1. How important is the automation business for OMRON today ?

The Industrial Automation Business segment is OMRON Group's core business, accounting for 40% of consolidated net sales. We are Japan's foremost manufacturer of control equipment for factory automation, providing high precision sensing and control equipment that contributes considerably to improving the productivity and profitability of manufacturers in a wide range of industries.

2. What were the deciding factors that encouraged OMRON to build a partnership with Dassault Systèmes/DELMIA ?

OMRON has created a new organization named Control & Network solution to bring

a new paradigm in the automation market. The objective is to shift from a programmable logic controller (PLC) hardware provider to a complete solution provider, to help customers improve their productivity, with a new PLC programming environment leveraging 3D virtual environment, engineering services and a new generation hardware. Dassault Systèmes/DELMIA has a powerful digital and virtual environment for our solution to create a new value proposal.

3. How are your customers reacting to the announcement ?

They are very interested in the partnership with Dassault Systèmes/DELMIA. DELMIA Japan and OMRON have already started marketing in automobile industry.

4. What are the main benefits of integrating DELMIA Automation into the OMRON Control & Networks solutions ?

Integration of DELMIA Automation into OMRON's solution will enable companies to drastically reduce engineering process time as well as system startup time, thereby reducing direct investment in new product launches and minimizing lost sales opportunities.

5. What are the DELMIA Automation benefits for your customers ?

Until now, companies have had to program control systems to use actual on-site equipment for testing and adjustments, but the integrated solution will make it possible to perform such checks before the equipment is even in place. With the solution, OMRON will support customers in



Mr Fumio Tateisi, President Industrial Automation Business company - OMRON Corporation

planning, engineering, and starting up their manufacturing systems.

6. What is the importance of digital manufacturing to OMRON ?

Digital manufacturing is a core driver and enables evolution of PLC programming environment.

7. Which markets and industries are targeted by OMRON? Do you think this partnership will bring more business ?

Automotive industry is targeted with its solution before expanding the solution's presence to various manufacturing industries worldwide, such as the semiconductor, electrical equipment, and food industries.

8. How did you perceive working with the DELMIA Automation organization ? was it difficult, easy ?

There was a cultural gap at first because OMRON is a hardware supplier while DELMIA is a software supplier. We were able to understand mutually from sharing our customers' needs and issues, and discussing the solution. We have done good collaboration.

9. If you had to say something to the DS/DELMIA people, what would it be ?

There are many issues considered to be improved with digital manufacturing in our customer's factory. Let's challenge to create a new market by the partnership.



Demonstration machine integrating OMRON PLC set-up and DELMIA Automation

Information about OMRON at
www.omron.com