

Solutions to automotive tech challenges

ARC Advisory Group's ninth India forum on 'Achieving Operational Excellence through IT & Automation Solutions,' was held on August 2-3, 2011 in Pune



Bringing together the bigwigs of the industry, the forum was an ideal platform for thought leaders and key decision makers to network, brainstorm, and gain new business insights about harnessing enabling technologies to meet manufacturing and business challenges and emerge best-in-class.

Revolving around the central theme of operational excellence in the automotive, auto components and machinery industries, ARC Advisory Group's ninth India forum in Pune held on August 2-3, 2011 saw a turnout of around 250 attendees at the sessions. The sessions focused on technology solutions that help companies gain global competitiveness and stay ahead of competitors. Speakers presented case studies on how companies benefited by deploying enabling technology solutions, such as product lifecycle management (PLM); digital manufacturing;

virtual commissioning; collaborative production management (CPM) systems/ manufacturing execution systems (MES); factory automation including machine safety. These technology solutions play a crucial role in managing costs, conserving energy, ensuring efficiency across the value chain, and managing new product introductions and products throughout their lifecycle. The forum agenda included interactive panel discussions on 'smart manufacturing / factory of the future – the roadmap for India' and 'driving innovation and making India a global automotive

center of excellence.' Media partners A&D and EM witnessed the events unfold.

The inaugural sessions

The inaugural address at the forum was given by Dr V Sumantran, Executive Vice Chairman, Hinduja Automotive & Chairman, Defiance Technologies, who shared his thoughts on the roadmap for India's automotive industry to emerge best-in-class. His presentation set the tenor for the forum. Greg Gorbach, Vice President, ARC Advisory Group, in his theme address

spoke about harnessing manufacturing IT solutions and technologies to become leading-edge, efficient, agile, and progressive – i.e. leap manufacturing. V V Paranjape, President, AIA and Member Managing Board, Siemens; and Regu Ayyaswamy, Vice President & Global head EIS, TCS in their keynote addresses focused on achieving operational excellence and gaining sustainable competitiveness with the help of collaborative manufacturing IT and automation solutions. Dr Sujeet Chand, Senior Vice President & Chief Technology Officer, Rockwell Automation, spoke about the manufacturing industry challenges in today's business environment and captured the emerging concepts relating to the factory of the future/smart manufacturing. These keynote addresses laid the foundation for the panel discussion.

A progressive day

Rajabahadur V Arcot, Vice President and GM, ARC Advisory Group, flagged off the afternoon session and spoke about the global automotive industry demand trends

and factors contributing to those trends and the impact of emerging economies and technologies in shaping the automotive industry landscape. The other highlights of the first day of the forum were ARC-Mitsubishi Electric and ARC-TCS co-branded sessions. Integrated automation solutions and operational excellence were the focus of these respective sessions.

Highlights

Speakers from B&R Automation and Siemens spoke on latest automation trends, integrated safety solutions, total integrated solutions, digital manufacturing, and such others. Subu D Subramanian, MD & CEO, Defiance Technologies and Dr Arun Jaura, Vice President Technology and Head Engineering Center, Eaton Corporation, spoke about making India a global automotive center of excellence and innovation hub, paving the way for an interesting panel discussion. ARC invited speakers and Softcell Technologies presented PLM implementation case studies. Another important highlight of the forum was ARC's

PLM implementation award conferred upon TAFE. Recently, ARC carried out a survey to gain an understanding about the readiness of manufacturing companies in India to leverage PLM solutions in achieving excellence in product design and engineering. Based on the analysis it was concluded that TAFE's initiative ranks as an excellent example of PLM implementation in India in terms of the goal that the company set for itself, its methodology, and its achievements.

ARC received tremendous support from the following sponsors in making the forum a success - CLPA, Mitsubishi Electric, and TCS; B&R Automation and Siemens; Rockwell Automation; gold sponsor: Softcell Technologies (in partnership with PTC); Indian Profibus and Profinet Association; Defiance Technologies; knowledge partners: CIO Klub and CIO Forum; industry association sponsors: AIA, IMTMA, ISA, and ODVA.

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