

# Address Production Complexity Caused by Shorter Product Lifecycles

written by Lauri Moon | August 4, 2020

As both business and end-user consumers demand greater product variety and more customizable options, manufacturers face a pressing challenge to reimagine their production processes and capabilities to somehow reconcile increasing product complexity and mass customization needs with the demand for shorter product lifecycles.

One powerful solution to this challenge is by creating flexible plants and utilizing machines that offer increased automation capabilities, which add the necessary capabilities to meet customer demand while also keeping product costs in check. However, these solutions also add to the complexity of plant-design engineering.

To help mitigate this complexity, manufacturers are turning to new software suites like Automation Designer to design electrical systems, configure automation hardware and develop automation software code. Essentially, they act as the central application for this reimagined production space.

Join us for this webinar to discover how use these tools in your enterprise can help you overcome today's greatest innovation challenges, including:

- Machine and Plant complexity
- Collaboration to increase engineering quality and reduce engineering time
- Enhanced digital twin to simulate operations and costs
- Rule-based engineering to eliminate errors

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## **Speakers**



### **Tom Hoffman, Portfolio Development Executive, Siemens Digital Industries Software**

Tom Hoffman has been with the Siemens for the past 19 years supporting Digital Manufacturing software application development and over the last 38 years he has been involved in software based manufacturing applications in the development of engineering systems and tools with practical application in various industries. The latest endeavor has a focus on advancing the Digital Twin technologies from design to the shop floor.



### **Brent Hanniman, Product Management, Siemens Digital Industries Software**

Brent Hanniman has been with Siemens for the past 12 years, focused primarily on factory automation in both technical and business related functions. He is currently Head of Product Management and Customer Enablement for NX Industrial Electrical Design and Automation Designer which enables the complete Digital Twin for Production Systems.

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