

# Strategic Partner for Digital Transformation

Bringing the Art of Automation to the US

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# SYSTEMA provides Software & Consulting for Automation in Manufacturing



Integration



Automation



Optimization



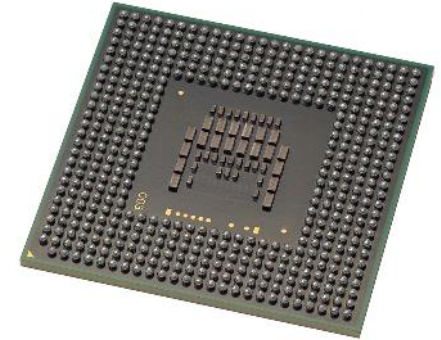
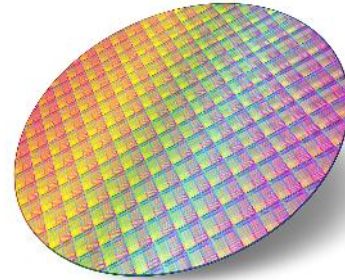
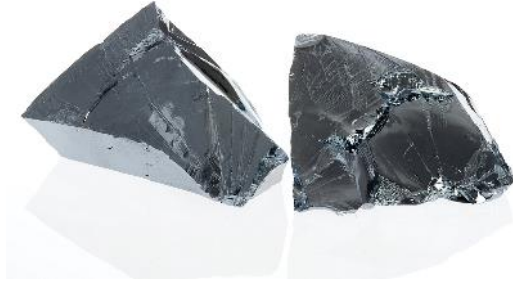
Visualization



Migration

# SYSTEMA Automation - from Sand to Devices

- Deep knowledge of manufacturing processes for the complete semiconductor value chain



- Trusted partner for consulting and implementation of automation software
- Focus on end to end business processes: from order to delivery, from ERP to shop floor equipment

# Challenges we help to solve

- Step-by-step automation, esp. for ramp up in quality & quantity
- Transfer knowledge & experience into automated processes
- “Encapsulate” & extend legacy MES
- Dispatching, Scheduling, Rule based Activities
- Support high mix, low volume manufacturing
- Implement a “Best of breed” approach + identify & close functional gaps
- Integrate all kinds of equipment, even the stubborn ones
- “Hands free” manufacturing

# Art of Automation for MES/MOM implementation

- SYSTEMA is proud to be among the MES/MOM implementation providers recognized in Gartner® Report 2024

## Gartner

### Market Guide for MES/MOM Implementation Providers

18 July 2024 - ID G00763391 - 29 min read

By Analyst(s): Christian Hestermann, Jake Cunningham

Initiatives: [Manufacturing Strategy](#); [Manufacturing General IT Initiatives](#); [Supply Chain Technology Strategy and Selection](#)

Third-party implementation providers are often relied upon to configure, implement, integrate and extend MES/MOM systems. Heads of manufacturing strategy responsible for selecting providers to deploy and enhance these solutions can use this research to assist in their selection process.

<https://www.systema.com/resources/2024-gartner-market-guide-for-mes-mom-implementation-providers>

# About SYSTEMA - Art of Automation

Global specialist in business process automation and manufacturing IT

- Germany, Dresden, Regensburg
- USA, Bend (OR) 2009
- Malaysia, Penang 2014
- India, Bangalore 2019
- Singapore 2019
- Brazil, Salvador 2020
- Indonesia, Jakarta 2023

30+ years experience

ISO 9001: 2020 certified



# The Journey of a German SME



# Push & Pull factors for global activities

- Push:
  - Limited growth in D-A-CH
  - Finding new markets
  - Our target market are MNCs
- (Major) Pull:
  - Existing & new customers from Europe and US wanted local support in US
  - A rare opportunity for recruiting





# Major Challenges

- Strategy
- Costs vs. ROI
- Adopt to local networks and market
  
- **People**  
“Culture will eat strategy for breakfast”

Legal framework ?

- Representative Office vs. Operations
- Franchise
- Joint Venture
- M&A
- Subsidiary



# SYSTEMA USA Corporation

- Not a “Sales & Support” office, but operating independently
  - Maintain existing projects
  - Acquire new, local projects
- Major “pros” for subsidiary (in Oregon):
  - Local currency for invoicing (exchange rate risks minimized), tax management
  - Acting as a local company controlled by headquarters share
  - For some customer projects you need employees with U.S. passport
  - Trust in the local management

# Market & Politics

- The times, they're changing
  - Global political tensions & US chips act are game changers
  - Lot's of attention & funding
- (Un-)availability of Production Staff
  - Can no longer rely on '20-year veterans' who know everything
  - Manufacturing is not "sexy" for young talents
- (Semiconductor) Manufacturing is just too complex to manage manually anymore → need for automation

# Experiences & Learnings

- USA is a big country
  - visiting customers, conferences etc... can be a long journey
- Germany has a reputation for engineering
  - enthusiasm for German engineering, cars, beer, football
  - ... but also for “Over-engineering”
- US market sees strong dynamics
  - continuous monitoring and adaption to market needs & regulatory changes
  - ...first offshore, now everybody comes back
- Communication, competition and decision making are different



# Is it worth the effort?

- Yes, SYSTEMA could build sustainable business in US
- New political situation helps a lot
- The automation gap is big – lots of work

But

- you have to be patient
- you have to accept the differences
- you need the trust from your management

# Wrap-up

- International opportunities are not for the big dogs only, be brave
- What's your major driver?
- Do your “homework”, know your stuff
- Build sustainable teams (trust)
- People, communication, endurance



[www.systema.com](http://www.systema.com)

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