

Industrial Automation Business Business Strategy

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INDUSTRIAL AUTOMATION COMPANY
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Before starting...

- ✓ **Strong performance in FY14 with favorable market condition**
- ✓ **Coupled with the maximum utilization of assets obtained in the Globe Stage, our “market oriented” strategy focusing on the targeted industries works successfully**
- ✓ **In addition, “internal transformation” proceeds steadily**

Vision

“Bring innovation to manufacturing by automation and enrich the lives of people around the world.”

IAB new strategy

– targeted industries –

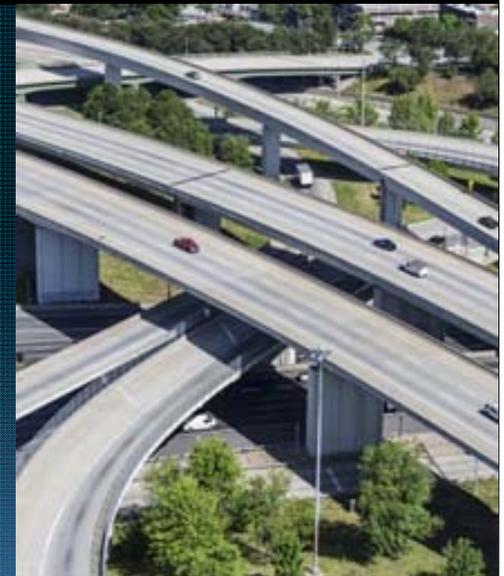
Focus on industries which contribute to
“enrich the lives of people around the world”

Automotive

**Digital
equipment**

Food

**Social
infrastructure**



Motorization

**Communication
transformation**

**Rich &
varied diet**

**Social
foundation**

IAB new strategy – where to target? –

Target the entire **field** on **global** basis

<e.g. automobile industry>

**Auto
manufacturer**



**Components
manufacturer**



**Equipment
manufacturer**

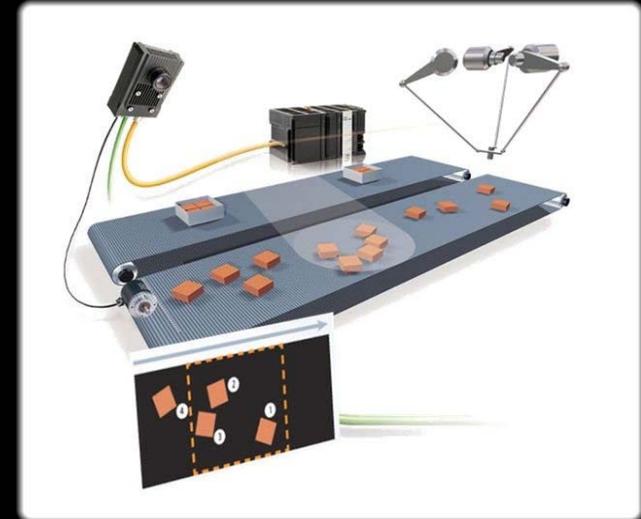


**Control panel
manufacturer**



IAB new strategy – Key strengths –

- ✓ For sophisticated control:
ILO + SAFETY



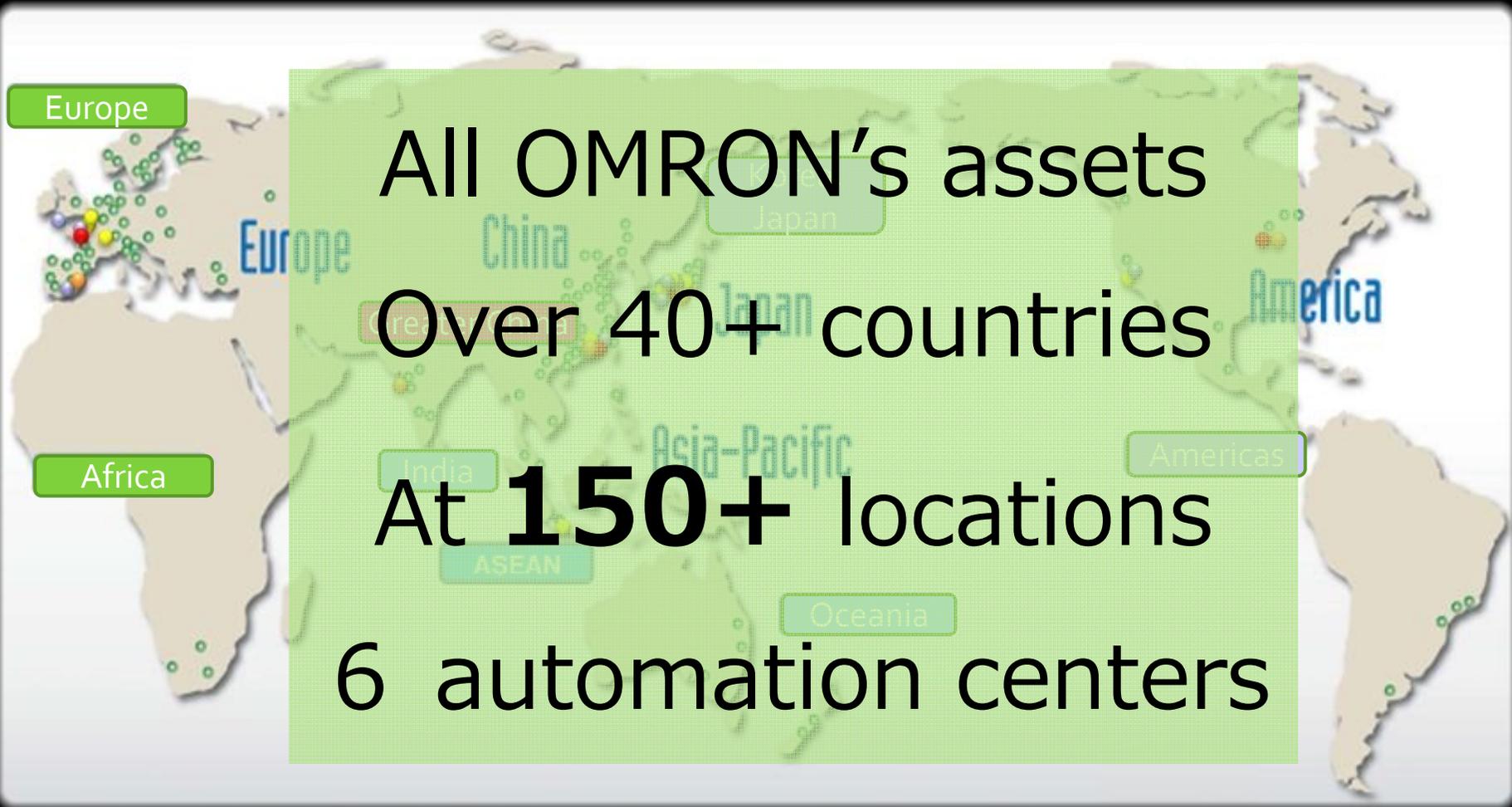
- ✓ Breadth of product line-up:
GS (Global Standard) products



IAB new strategy

- Key strengths -

Our business platform



What's been changed?

From

- Products launch
- Single product
- Each area
- "Point"



To

- ✓ Growth market
- ✓ Broad product line-ups
+ services
- ✓ Global (unified)
- ✓ "Field"