Industrial Automation Business
Business Strategy

OMRON CORPORATION
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

All OMRON’s assets
Over 40+ countries
At 150+ locations
6 automation centers
What’s been changed?

From

• Products launch
• Single product
• Each area
• “Point”

To

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