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## **Mitsubishi Electric Invests in Tulip Interfaces And Signs Strategic Alliance Agreement**

*Will leverage no-code operations platform to strengthen DX solutions for manufacturing and beyond*

**TOKYO, December 22, 2025** – [Mitsubishi Electric Corporation](https://www.mitsubishi-electric.com/en) (TOKYO: 6503) announced today that it has invested in and signed a strategic alliance agreement with Tulip Interfaces, Inc., a Massachusetts, USA-based leader no-code platforms for system operations without programming to support manufacturing digitalization. Tulip Interfaces is also an expert in introducing manufacturing-targeted microservices, which divide large-scale systems into small, independent services to enable flexible development and operations. Through this partnership, Mitsubishi Electric aims to build a no-code system-development platform to strengthen its digital-transformation (DX) solutions for manufacturing and other sectors.

Global manufacturers and facility managers are facing challenges including labor shortages, development delays caused by large-scale system configurations, and increased maintenance and operational complexity. Traditional monolithic systems often cannot adequately respond to the speed and flexibility demands of manufacturing, creating bottlenecks that lead to operational delays and stagnation. In response, manufacturers are increasingly leveraging digital technologies and data. In particular, there is a growing demand for cloud-based development platforms that do not require complex programming, thereby helping to reduce the time and effort of constructing systems manually.

Tulip Interfaces' platform enables global manufacturers to achieve real-time situational awareness, improve quality and enhance operations continuously. Its composable integrated applications combine the necessary functions for building systems and services flexibly. It also facilitates rapid, flexible responses to operational changes. The platform is driving DX and innovation in diverse industries, including manufacturing, pharmaceuticals, research and development, and logistics.

Through this investment and strategic alliance agreement with Tulip Interfaces, Mitsubishi Electric aims to rapidly bring innovative technologies and DX solutions to market. The company also plans to accelerate its own digital transformation to improve development and production efficiency as well as strengthen

competitiveness through enhanced human-resource development and other initiatives. The goals are to develop and deploy DX solutions in a broad range of fields, thereby accelerating Mitsubishi Electric's transformation as an innovation leader and expanding Serendie™-related businesses.

Natan Linder, CEO of Tulip Interfaces, Inc., commented, "Our partnership with Mitsubishi Electric solidifies a shared commitment to continuous digital transformation through modern, composable architectures that allow for value-driven practical AI use cases that scale for frontline operations. We recognize that these flexible digital foundations are critical for innovation and future resilience. Together, we will amplify the impact of people and embody a vital, tech-enabled spirit of innovation across manufacturing and frontline operations worldwide."

Satoshi Takeda, Senior Vice President, CDO, and Group President, Digital Innovation of Mitsubishi Electric Corporation, said, "Tulip Interfaces' composable platform development technology will enable us to respond to the speed and flexibility demanded by manufacturing sites. By combining the technologies that both companies possess, we aim to accelerate DX and innovation as well as strengthen our competitiveness beyond the boundaries of the manufacturing industry."

#### **About Tulip Interfaces, Inc.**

CEO	Natan Linder
Location	Boston, Massachusetts, USA
Established	2012
Employees	309 (consolidated)
Business Description	Provider of composable no-code, AI-native application platforms for field operations including manufacturing sites
URL	<a href="https://tulip.co">https://tulip.co</a>

*"Serendie" is a pending trademark of Mitsubishi Electric Corporation.*

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#### **About Mitsubishi Electric Corporation**

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better." The company recorded a revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion\*) in the fiscal year ended March 31, 2025. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025