

## **MBA course for "Strategic Decisions in Operations" incorporates "real world" Digital Manufacturing perspectives**

Professors Jan Albert Van Mieghem and Achal Bassamboo at world renown Kellogg School of Management at Northwestern University, have been focused on delivering ground-breaking MBA course content for their "Strategic Decisions in Operations" syllabus. This important area is one that is fast moving and critical for tomorrow's business titans to really cut through the hype to get to the real deliverables. To support this, the Kellogg professors asked Mitsubishi Electric Factory Automation business leaders to work with them to provide insights and detailed case studies that could be used to illustrate the impact of Autonomous Automation and Smart Operations on the factory floor.

In a further step, president of Mitsubishi Electric Automation, Inc., Scott Summerville, was joined by global IIoT evangelist Hajime Sugiyama, from Mitsubishi Electric, Japan, in a joint online discussion group kicked-off this February. It was aimed at explaining Mitsubishi Electric's e-F@ctory approach, sharing real life experiences and outlining future expectations, each being important steps to solve the jigsaw of Digital Manufacturing.



*Professors Jan Albert Van Mieghem and Achal Bassamboo were recently in a round table with the President & CEO of Mitsubishi Electric Automation, Inc., Scott Summerville, and global IIoT evangelist Hajime Sugiyama from Mitsubishi Electric, Japan, discussing Digital Manufacturing.*

“It was really a great learning experience to hear from Mitsubishi Electric about their 18-plus years’ experience in using Digital Manufacturing to deliver smart operations,” said Professor Jan Albert Van Mieghem, Kellogg School of Management at Northwestern University. “Especially interesting were the stories on trial and error, and the core points you need to take into consideration in a digital approach. Japan has a great manufacturing culture and experience, learning first-hand from the experts using digital even before it was a hype was amazing.”

Scott Summerville, President & CEO of the Mitsubishi Electric Factory Automation business in the Americas market added, “This was a great opportunity for us to share Mitsubishi Electric’s experience and the challenges of Digital Manufacturing with some of the world’s future business leaders. I think it’s fair to say that we got as much from the students’ questions as they did from our presentation.” Summerville goes on to add, “This kind of engagement with academic and business thought leaders helps to identify the real benefits and obstacles inherent in implementing Digital Manufacturing strategies, especially as many today find it difficult to know how to get started. We look forward to more opportunities similar to this in the future.”

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*Originally (initially) released in English*

### **About e-F@ctory**

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as The CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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