

Speaker: Robert Auer

Profile

Robert Auer has worked at TDM Systems since 2016 where he began as Director of Sales Asia Pacific/Global Partner Sales. After three years, he was appointed Director of Global Business Development. His focus lays in securing and expanding new markets around the world, particularly the American market. He comes from the field of process automation, tool management and Tool Lifecycle Management and prior to that he was employed as Head of Sales and Marketing at EffCom AG. Robert Auer also brought with him a wealth of expertise in sales, key accounts and marketing, not to mention international experience, from his earlier role at Zoller Inc. (USA), Zoller GmbH and QUIAGEN.

Title

- TDM Software as a Driver of Digitalization at TOX® PRESSOTECHNIK

Focus/ Target Group

- New customers
- Existing customers
- Decision makers
- Users (incl. practical tips)

Duration

- 45 minutes

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Focal Points/ Contents

As a medium-sized user, TOX® PRESSOTECHNIK has a wide-scale application, which is continually being expanded into various areas. Robert Auer will report on the individual project steps, as well as successes and presents the company's hope for the hybrid use of Global Line. He also offers insights into the functionality with TDM and presents the expansion:

- Overview: Expansion and project steps of the TDM application at TOX Pressotechnik
- Integration: Interfaces from TDM to the system environment at TOX Pressotechnik
- Operational application: TDM in the context of the everyday production procedure
- International roll-out: Introduction of TDM Global Line at the Brno plant and important machine networking success factors
- Data maintenance: Why Markus Kuhn places such importance on consistent data maintenance