Speakers:
Daniel Friedrich, Daniel Mutter and Robert Auer

⌨ Profiles

Daniel Friedrich (Solution Owner TDM Cloud)

Daniel Friedrich has worked at TDM Systems since July 2019 and has shaped the expansion of the cloud-based product range with a particular focus on the TDM Cloud Essentials entry-level solution. Before joining TDM Systems, he was responsible for programming systems product management at TRUMPF GmbH & Co. KG, a manufacturer for machine tools.
After completing his studies in software technology, he began his career in the field of software development in the automotive industry, before he moved into the metalworking industry in a variety of roles as a software architect and product manager for cloud-based B2B solutions.
Daniel Mutter (Solution Owner Data Solutions)

Daniel Mutter (Solution Owner Data Solutions)

Daniel Mutter has worked at TDM Systems since June 2021. His role involves establishing how TDM users can generate even more added value through the use of higher-quality tool data. As well as eight years' experience in international sales within the building equipment sector, he also has six years' experience in product management for agile software development and designing customer-centric products.

As a Solution Owner for TDM Data Solutions, he is primarily responsible for creating the roadmap and development planning for data-based products and services.

Robert Auer (Director of Global Business Development)

Robert Auer has been working at TDM Systems since 2016, when he started here as Director of Sales Asia Pacific/Global Partner Sales. After three years, he was appointed the Director of Global Business Development. He focuses on opening up and developing new markets around the world and on the American market, in particular. He came to this role from the process automation, tool management and tool lifecycle management sector. Before joining the company, he was Head of Sales and Marketing at EffCom AG. Alongside this expertise, Robert Auer brings his experience in sales, key accounts, marketing and international business, which he gained in his previous role at Zoller Inc. (USA), Zoller GmbH and QUIAGEN, to the table.

⌨ Title

- Simply start, digitize & use – the easy way to get started with tool management and tool digitalization

⌨ Focus/ Target Group

- Existing customers
- New customers
- Decision makers
- TDM user

⌨ Duration

- 30 minutes

⌨ Focal Points/ Contents

As ever, machining companies have to deal with challenges when it comes to the introduction and use of digital tool management. Above all, the time and effort that goes into data input and commissioning is a recurring challenge. This is why we have expanded our product range for TDM and TDM Global Line to include products and services to enable easy digitalization of tools, as well as a simplified entry-level solution.

Our experts Daniel Friedrich, Daniel Mutter and Robert Auer will present these innovative solutions and approaches for simpler digital tool management. Whether as a first step into tool management, a supporting solution for simple, fast digitalization, or a service for the direct use of fully finished data, there is something for everyone here:

- **Easy to start:** Presentation of the new entry-level SaaS solution in the cloud – TDM Cloud Essentials
- **Easy to digitalize:** With tool data from the cloud – presentation of the TDM WebCatalog with over 250,000 data records from well-known tool manufacturers
- **Easy to use:** TDM offers Data Services, a range of services for individual tool data creation, helping users to get started with digitalized tool stock in no time