

it was looking at various ways to best deal with the challenge. There are two basic philosophies in the automation and controls business, says Sussman: you can either develop various expertise and train your employees, or you can buy those skills. Honeywell chose the high road.

"One way we will be going in the future is to acquire [expertise]," Sussman says. "It makes much more sense from a business standpoint."

Although neither company is talking specifically about new projects, Sussman does say that there are talks concerning refinery work. And there is Honeywell's process integrity program, of which Loveland is a part. This total plant project addresses all the needs associated with a production process—regulatory compliance,

operator training, environmental control, and maintenance management are just some examples.

Loveland's operations will initially continue as a wholly owned subsidiary of Honeywell's Automation and Controls division under the name Honeywell Loveland Controls Co. The facilities will remain in Loveland, and all of the approximately 35 employees have been offered continued employment. Dan Wiper, the president who cofounded Loveland Controls in 1979, will remain president of the consolidated business. The operations will eventually be integrated into Honeywell IAC (Phoenix, AZ).

Here is an agreement that Sussman says works well all around. "There's a yielding fruit. Loveland Controls is a well-recognized name."

industrial controls unit with Siemens Industrial Automation means that Siemens can compete more effectively in both process and discrete automation applications."

Both Slavin and Sansouci bring considerable experience to their respective positions. During his tenure with Potter & Brumfield, Slavin increased sales by 50% and diversified the product line. He also initiated one of Siemens' first U.S. apprenticeship training programs, modeled after Siemens' program in Germany.

Sansouci's background includes seven years in sales and marketing with Westinghouse Electric Corp. (Pittsburgh, PA). Prior to joining Siemens Industrial Automation, Sansouci held various management positions with Texas Instruments, including national distribution manager, industrial controls sales manager, and director of North American sales.

SIEMENS' NEW MANAGEMENT TO FOCUS ON SYSTEMS SOLUTIONS

BY JAMES F. MANJI

The appointment of Robert V. Dumke as president and CEO of Siemens Medical Systems touched off a chain reaction of promotions and job shifts at the firm. Dumke succeeds Robert J. MacKinnon, who is retiring after 25 years with the company.

Roy H. Slavin assumes Dumke's position as president and CEO of Siemens Industrial Automation Inc. (Atlanta, GA); and Rolf W. Cousin advances to Slavin's previous position as president and CEO of Potter & Brumfield (Princeton, IN), Siemens' electro-mechanical relay unit. Raymond G. Sansouci has been promoted to vice president of the Distribution Div. of the Alpharetta, GA-based Automation Group of Siemens Industrial Automation. He was general manager of the business unit, which manufactures and markets an extensive line of PLCs, networked products, and industrial microcomputers.

"The strategy and direction of Siemens Industrial Automation is to integrate the Siemens and Texas Instruments product lines and provide systems solutions to automation integration problems," comments

Slavin. Siemens had acquired the industrial control unit of TI and merged it with its own existing industrial automation business. Siemens Industrial Automation develops products and systems for the \$11 billion industrial automation market and has recorded double-digit growth since it was launched in October 1991.

"Our goal is to provide both products and system solutions for Siemens' customers by coordinating our sales organization," says Sansouci. "We will be making our distribution and sales organization more effective by utilizing the talents of Siemens Industrial Automation's more than 100 applications and sales engineers."

Sansouci adds that the automation company, which is able to provide plant-level and enterprise-wide system integration solutions to automation problems, will thrive in the business climate of the next century.

Siemens Industrial Automation is targeting its array of automation products and system solutions at both discrete and process plant customers. "Even the most discrete applications are requiring more data, with the capability of integrating information into their total quality environment," continues Sansouci. "The merging of TI's

PANASONIC PRESENTS NEW PRODUCTION TECHNOLOGY

BY MARTY WEIL

As part of its ongoing commitment to provide the North American market with manufacturing automation technology, Panasonic Factory Automation and the Matsushita Production Engineering Center (MPEC) exhibited the latest in production technology during a private engineering forum at the company's headquarters in Franklin Park, IL.

"The ability of American companies to compete successfully in the global economy will be determined largely by the success with which they automate their factories and integrate production technologies," said Tak Shiraki, vice president of Panasonic Factory Automation and MPEC.

The machines and technologies displayed during the three-day event included state-of-the-art electronic circuit assembly equipment which have surface mount and insertion systems that feature new laser-based inspection systems. Highly advanced

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COB/MCM systems with new Panasert die mounting, wire bonding, and ball bonding systems were also displayed, as was Panasonic Factory Automation's advanced assembly equipment, welding robotics, CIM software, electronic measuring systems, and other production technology. Panasonic expects to exhibit many of these new technologies next March at Nepcon West '94 in Anaheim, CA.

Panasonic Factory Automation marked the occasion by announcing a new direction for the six-year-old company. Long considered a North American sales company, Panasonic is expanding its capabilities to include

hardware and software development, systems integration, application engineering, user training, parts support, and service and maintenance.

"The days of hardware sales—and hardware sales alone—are gone," said Bill Emery, general manager of Panasonic Factory Automation. "Customers are now coming to us for system solutions. They need help with process technology, machine technology, and software. We are now offering all of these solutions."

More than 90% of the equipment Panasonic sells is imported from Japan. As part of its new integrated approach, host software, board han-

dling, conveyors, parts support, service, and training will now originate from the Franklin Park headquarters. The engineering forum also marked the 30th anniversary of Matsushita's Production Engineering Laboratory, the location where many new manufacturing technologies and products are developed.

The Panasonic/Create die mounter, which features multiple inputs and high-speed placement, was among the new technologies on display at Panasonic's engineering forum.

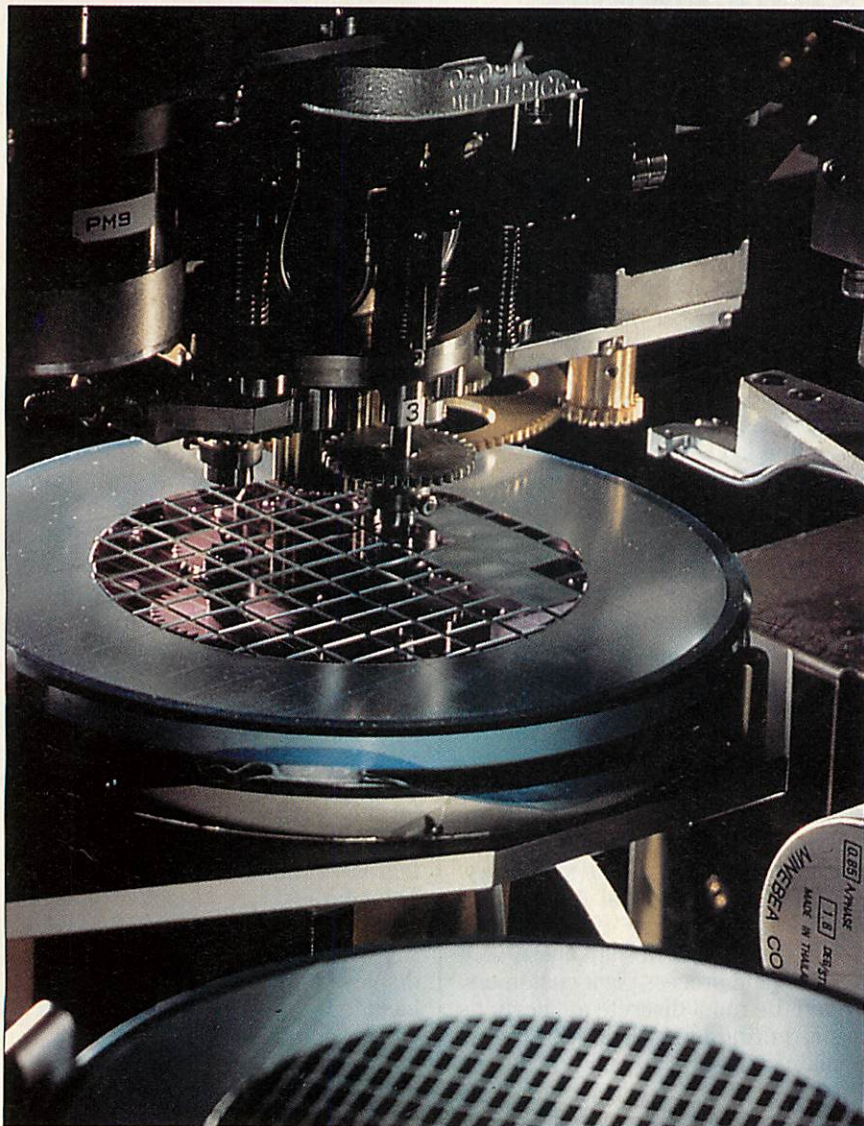


Photo courtesy: Panasonic Factory Automation Co.

REENGINEERING SHARPENS COMPETITIVE EDGE

BY JAMES F. MANJI

Striving to survive in an intensely competitive business environment, many manufacturers today are reengineering their information systems development process to provide faster business results. This is the principal finding of a far-reaching survey of systems development directors in North America and Europe by CSC Index Inc. (Cambridge, MA), a management consulting firm.

"Using such tools as rapid prototyping and client-server architectures, manufacturers are working much faster and compressing the art-to-part development cycle to slash time-to-market," says Nicholas Vitalari, vice president of CSC Index, which conducted the survey.

"These tools allow systems development professionals to distribute computing power closer to where the action is," he continues. "It also leverages the software developer to a much higher extent than before and allows the business user to examine results faster."

Reengineering the systems development process is nothing short of a transformation that includes operating with new business relationships, new techniques, and new tools, Vitalari explains.

In the survey, development directors reported that developing systems quickly to meet business needs