

## More opinions about IT2Industry 2015 Exhibitors and Open Conference speakers

### alphabetically by surname

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#### **Philipp Bundschuh, Systems Engineer, Kutzschbach GmbH**

“Industry 4.0 is one of the leading topics in IT and industry. We from Kutzschbach Electronic are exhibiting at IT2Industry because we have developed a specific solution—‘Unified Monitoring for IT and Production’—precisely for this fourth industrial revolution and are thus contributing to the progress of the ‘smart factory’. By means of the robot, we’d like to present our particular development and demonstrate it in practice.”

#### **Dr. Werner Eberle, Senior Technical Consultant, INSYS Microelectronics**

“IT for industry must specialize strongly and develop further compared with classical IT. So it’s a very good idea to integrate these IT subjects explicitly into classical industry fairs. The center of attention at IT2Industry were the lectures of the Open Conference, which were well attended.”

#### **Ulrich Graf, Senior Marketing Manager, Huawei**

“We are satisfied with our participation at IT2Industry. As co-exhibitor at the ‘Business Partnering Area’, we established numerous contacts with members of the Employers’ Associations for the Bavarian Metalworking and Electrical Industries. With our close proximity to the well-attended Open Conference, we also recorded a great number of interested visitors at our stand.”

#### **Bodo Körber, Managing Director, Accenture Digital**

“With the products and solutions presented for the Internet of Things, IT2Industry shows the way from previous manufacturing to services and new business models. Software has evolved into the key factor for differentiation, innovation and competitive advantage. By being integrated into productronica, IT2Industry creates a clear additional value for exhibitors and visitors.”

#### **Tina Marx, Management, Sales Manufacturing, arvato Systems**

“With our lecture at the Open Conference, we directly reached the right listeners from industry. Straight after that, we conducted valuable talks at our exhibition stand and so we informed potential customers further about our solutions as presented beforehand. The format of the ‘fair within the fair’ in combination with the lecture at the Open Conference was a perfect approach for us.”

#### **Volkmar Rudat, Vice President Customer Engagement, Unify**

“At the moment, digitization is about to revolutionize industry. This becomes especially clear when at a trade fair like IT2Industry, the pioneers of this trend come together with companies which are directly affected by it. As a provider of communication software and services, Unify lends its support to industry on the way into the digital age. So IT2Industry is a very valuable forum for us to get talking to decision-makers about the future of work and communication.”

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**Eva Schmied, Project Manager, Advantage Austria**

“At our joint stand, several Austrian companies presented their solutions and products on the subject of Industry 4.0. We took part in IT2Industry because the Bavarian market is of great importance to us. We established many new contacts at the trade fair.”

**Helmut Schnierle, Head of M2M Sales, Telefónica Germany**

“For Telefónica, the Internet of Things is an important subject that companies have to deal with increasingly. Which confirms that trade fairs like IT2Industry make an important contribution to establishing the Internet of Things and provide a good opportunity to deal with it.”

**Dr. Rainer Stetter, owner and General Manager, ITQ GmbH**

“IT2Industry is a very good platform for stimulating communication across subjects and disciplines. This extensive communication is THE basis for efficient and purposeful implementation of modern products and services in the age of the digital revolution. As was noticeable from the good response to the lecture ‘Industry 4.0 and the consequences’, the level of interest in the interdependencies and modern concepts is very high. From my point of view, especially the open arrangement of the conference is a good format for initiating the necessary communication.“

**Matthias Unterberger, founder, INNOVAALP**

“IT2Industry was the ideal platform for us to present our product Visual Shop Floor to the public and, at the same time, to position it in the context of Industry 4.0. productronica as parallel event gives IT2Industry an extra international touch as well.”

