

CORPORATE NEWS

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Dietmar Hopp: "Higher productivity is more important now than ever"

- SAP co-founder on competitiveness and platform economy
- Hopp has been the majority shareholder in FORCAM GmbH since mid-2019

Ravensburg / Germany, April 2020. SAP co-founder Dietmar Hopp has called on manufacturing companies to use the time of upheaval and changing revenue sources to question business models and reinvent themselves.

"Ensuring higher productivity and competitiveness is an ongoing task in the manufacturing industry and is currently more important than ever not just for companies and job but also for our economy," Hopp said in connection with the recent online event "FORCAM Innovation Day" on March 25, 2020. Dietmar Hopp has been a shareholder of FORCAM since 2004. In the summer of 2019, he took over the majority stake of the company. "I would like to give customers and prospective customers the signal that you are investing in a sustainable partnership with FORCAM." In the age of Industry 4.0, he considers the concept of an open IT platform for production to be a "critical success factor."

The "FORCAM Innovation Day" was held for the first time as a purely online event. A total of around 300 interested parties followed the FORCAM Innovation Day on the screen under the motto "Intelligent Manufacturing - Manufacturing the era of IIoT." The speakers from Accenture, BorgWarner, Reich GmbH, Schaeffler, TDM Systems, and FORCAM joined from their home offices. All experts shared their experiences on topics such as digital transformation, data-supported manufacturing, production control according to key figures, machine connection, and global rollout.

[Interview with Dietmar Hopp](#)

[About FORCAM - www.forcam.com](#)

FORCAM supports manufacturing companies to significantly increase their efficiency in production and planning in the era of the Industrial Internet of Things (IIoT). For this purpose, FORCAM provides an open IIoT platform solution for intelligent manufacturing, which is rated "best in class" by analysts. The turnkey and freely expandable cloud platform solution is used by large and medium-sized companies - including Airbus, Audi, BMW, BorgWarner, Daimler, KUKA, Pratt&Whitney, Schaeffler, and Swarovski. More than 100,000 machines worldwide are already monitored with FORCAM technology. FORCAM is headquartered in Ravensburg, Germany, with offices in the USA (Cincinnati), England (Rugby), and China (Shanghai).

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