



## **Industrial Software Center of Excellence, Cluj, Romania**

To capitalize on the Industrial Internet of Things, companies have to start their digital transformation journey now.

This is the Industrial Software Center of Excellence in Cluj, Romania, part of the wider Industry X.O Innovation Network. Here clients can experiment, see and learn how we develop industrial software powered by cutting-edge technologies and bring Industry X.O to life.

### ***[What is the focus of the center?]***

Industrial software is driving the digital enterprise, helping manufacturers to digitalize and integrate their entire industrial value chain through product lifecycle management, manufacturing execution systems, manufacturing operations management solutions and automation.

Whether the R&D activities of businesses aim to achieve faster innovation, strive for operational excellence, or are trying to find new and innovative ways of doing business, our experts can help by providing services such as design thinking, workshops and rapid prototyping.

### ***[What is the client experience on site?]***

Regardless of business domain or company size, it is essential for all decision-makers to invest in the future today. The good news is that we already have solutions for the digital enterprise at our center. Participating in workshops and experimenting with our live demonstrations in relation to complete product lifecycle integration, the future of manufacturing and integrated rail solutions, visitors can both explore and experience the complete lifecycle of a production or operation module as well as how it fits into their overall business operations before they make any major investment.

### ***[How will the center help drive business value for its visitors?]***

Digitalization promises lower costs, improved production quality, flexibility, efficiency, and a shorter response time to customer requests and market demands. It also allows companies to develop new business models and provide innovative services and user experiences to their customers.

We are here to support businesses to develop and deploy end-to-end solutions across their whole organization and ultimately guide them through their journey to transform their businesses into a digital enterprise.