

## Successful products. For small lots. For each customer. But how to?

Even in automation technology products of small and medium companies often base on a very good technical solution, but can't become successfully for more than a small market niche or are sold for a price much to low.

This can be changed, because also for small and medium companies it is possible to develop successful products with simple methods too, even if their competitor is a market leader with its high volume discounts.

A major fact of a development is to choose the right control system, suiting to your and your solution needs. Those, who always go with the tide and offer „me-to-products“ can't beat large competitors, that's an hopeless undertaking. On the other hand it may make no sence to change the programming environment, where own skills are focussed on. But there is a way out:

### The 4 most important properties of a successful automation solution

#### 1 Visualization

**Is your visualization an „eye catcher“? .....**

The first impression makes the first decision. Your visualization is the window into your technology. To save efforts here means to devalue all technology behind it.

*Use colour gradients, lots of languages, modern symbols, create fast boot times and schreen-change times generate an intuitively and contemporary visualization*

**... of course with INSEVIS!**

3,5" ... 10,2" TFT-Touchpanels with 65.000 colours, all standard-functions, endles numbers of languages, max. 2 seconds boot time for 10,2"-systems, metal front class P65



#### 2 Technology

**Contains your product new communication technologies? ....**

Stand alone solutions are still to be find but no more common. Connectivity is the new key word, and also a remote control, -visualization and -update too.

*Communication is the future. To the control level with Ethernet, to sensors with multible fieldbus opportunities and: keep enough memory space for future upgrades*

**... of course with INSEVIS!**

S7-315-2PNDP-compatible with 512kB work memory, Ethernet TCP/ UDP/ RFC1006, CANopen and CAN-Layer2, ModbusTCP and RTU, RS232+RS485 with free ASCII, Profibus DP M/S



#### 3 Know-how protection

**Are you safe from copies? .....**

Outstanding solutions will often be copied. Be unique to prevent that, this is the best know-how protection ever. Demonstrate your automation competence with your logo on „your own S7-PLC“.

*Keep beeing uncopyable with „your“ completely brand-labelled PLC with your logo on front and rear sides and create special hard-/ software protections*

**... of course with INSEVIS!**

3-level protection for CPU-communication, product adaption with customers label front/rear side, operating system with integrated customers logo, OEM-modules - economic from small quantities already



#### 4 Economic facts

**Is your calculation stable enough? .....**

Finally the price decides it all. You have to offer all these valuable properties economically for you customers and for you too.

*Earn money already with your basic version. Position yourself where others have problems and reach new markets and new customers*

**... of course with INSEVIS!**

At a glance: PC570V-DPM, comparable with S7-315-2PNDP+TP177M + accessory including your logo will cost a fraction of products other S7-vendors only.



#### **You product contains all these properties?**

Perfectly! Than you are earning money, your competitors accept you as a standard - and maybe someone tries to overtake you right now ...

→ **You could request an alternative quotation from INSEVIS to be shure of your leading position.**

#### **Your product is good, but but exposed to increased pressure of competition and your earnings are increasable?**

Then it is time to re-engineer your product, before your competition eliminates you from your customers.

→ **Request an economical and technological offer from INSEVIS to reinforce your product.**