

CORPORATE NEWS

Dietmar Hopp investment FORCAM starts new growth phase - no job cuts

- Dr. Andrea Rösinger and Oliver Hoffmann form new dual leadership
- Founder and former CEO Franz Gruber moves to the new supervisory board

Ravensburg, April 2020: The smart factory specialist FORCAM is reorganizing its management level. The two previous board members Dr. Andrea Rösinger and Oliver Hoffmann will form the new dual leadership of the management team. FORCAM founder and former CEO Franz Gruber moves to the newly founded Supervisory Board.

FORCAM founder Franz Gruber: “In two decades, we have succeeded in realizing the vision of a cloud-based IIoT-platform-solution and partnering with well-known companies. Today FORCAM offers the manufacturing industry a technology-platform-solution for the Industrial Internet of Things that analysts rate as ‘[best-in-class](#)’. Our anchor investor Dietmar Hopp is financing additional growth through his investment. Now is the right time for me to step out of operational responsibility and concentrate on strategic projects.” In the new Supervisory Board, which also includes two members of the family of SAP co-founder Dietmar Hopp, Franz Gruber will be responsible for cooperation with public institutions. In a secondary role as a strategic consultant, Franz Gruber will look after selected strategic customers and partners as well as significant projects.

Further growth planned - no job cuts

Dr. Andrea Rösinger and Oliver Hoffmann, whom both are already active members of the board, now serving as Co-CEOs, form the new dual leadership of 2001 founded FORCAM GmbH. From their new position, they will continue to promote their traditional fields of activity - Dr. Andrea Rösinger in Global Service & Support and Development as well as Finance & Human Resources, Oliver Hoffmann in worldwide sales, marketing, partner business, and the digitalization of critical processes.

Dr. Andrea Rösinger: “FORCAM has evolved from a former developer of singular MES solutions (Manufacturing Execution System) to a provider of the first open IIoT platform solution for intelligent manufacturing. Now, together with international customers and reliable partners, we want to become the central IIoT platform of the Open Manufacturing Cloud.”

Oliver Hoffmann: “With our anchor investor Dietmar Hopp, we can accelerate our further growth. Because we are taking a long-term approach, we want to retain our highly competent workforce even in the current situation and are not planning any job cuts. Despite all the changes, FORCAM remains the reliable partner for the digital transformation of globally active manufacturing companies”.

“The right technology platform today determines the future viability of companies.”

Dietmar Hopp has been a shareholder of FORCAM since 2004, and he took over the majority in mid-2019. The SAP co-founder recently explained his stake in FORCAM GmbH in an interview.

Dietmar Hopp: “Ensuring higher productivity and competitiveness is an ongoing task in the manufacturing industry - and currently more important than ever because it critically impacts companies, jobs, and our economy. In the age of Industry 4.0 and the industrial Internet of Things, he considers the concept of an open IT platform for production to be a “critical success factor”. Hopp: “The right technology platform today determines the future viability of companies.”

Dietmar Hopp continues: “I would like to give customers and prospective customers the signal that you are investing in a sustainable partnership with FORCAM.” [To the interview with Dietmar Hopp.](#)

Transparency, productivity, flexibility - the three strategic advantages for companies

The industrial Internet of Things (IIoT) is creating new supply chains and business models. Those who work with high-performance technology will participate in the business processes of the future. FORCAM is helping companies to significantly increase their productivity with the first open and fully flexible IIoT platform solution. In this way, companies can secure their long-term competitiveness in the era of IIoT.

- **Creating transparency** - The FORCAM FORCE™ solution creates a uniform data model from production to finance. The cloud-capable platform ensures that all machines, devices, and sensors are connected, and the central semantic intelligence then gives each signal the right meaning every millisecond. This turns Big Data into Smart Data, the digital twin of production. Production (shop floor) and corporate planning (top floor) communicate in real-time via adapters.
- **Increase productivity** - The FORCAM solution is the first offer on the market to include all vital factory IT apps as turnkey solutions (US standard MESA). More than 70 analysis functions provide current and historical overviews of the production process – i.e., real-time performance analysis, tracking, detailed planning, alarms. As a result, companies can significantly increase their productivity - by more than ten percent in just three months (measured in terms of Overall Equipment Effectiveness OEE).
- **Ensuring flexibility** - Integrated into the IIoT platform solution FORCAM FORCE™ is the first open web interface for Smart Manufacturing (OPEN API). It gives companies great freedom: they can easily integrate their own or third-party solutions and create their individual IT architecture. All evaluations appear precisely on the desired apps. Besides, FORCAM offers companies a growing marketplace with industrial solutions and applications from partner companies.

About FORCAM– www.forcam.com

In the era of the Industrial Internet of Things (IIoT), manufacturing companies need a reliable and flexible IT backbone in production. FORCAM supports companies in significantly increasing their efficiency in production and planning. FORCAM provides an open and fully flexible IIoT platform solution for intelligent manufacturing. It is rated by analysts as “best in class.” The turnkey and freely expandable cloud platform solution is used by large and medium-sized companies alike - 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’s headquarter is in Ravensburg, with offices in the USA (Cincinnati), England (Rugby), and China (Shanghai).

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