



## **Mitsubishi Electric Automation Receives 2011 Progressive Manufacturing 100 Award**

*“SupportConnect” service named best in Customer Mastery category*

**VERNON HILLS, Ill.—April 15, 2011**—Mitsubishi Electric Automation, Inc. has been selected as a winner of the seventh annual PM100 Awards by Manufacturing Enterprise Communications, Inc., producers of the Manufacturing Leadership Summit and publishers of *Managing Automation*.

The PM100 Awards program recognizes manufacturing companies from around the world that have achieved significant breakthroughs in innovation in the use of advanced technologies and in the effective management of their businesses.

Mitsubishi Electric Automation was selected in the category of "Customer Mastery" by a prestigious panel of industry experts and analysts for its SupportConnect solution, a Platform-as-a-Service (PaaS) remote connectivity subscription service. It enables Mitsubishi Electric Automation and its customers to better serve end-users through a simple, secure remote-based solution.

SupportConnect is designed to meet the needs of machine manufacturers, value-added resellers and end-user service organizations. It offers cost-effective administration, predictive maintenance and remediation of remotely managed assets without an upfront investment in datacenter hardware and ongoing infrastructure maintenance.

SupportConnect allows service/support resources to concentrate on their customers instead of managing the connectivity between companies.

“We are pleased to receive this award, which recognizes how Mitsubishi Electric Automation addresses our customers’ needs. We can raise the level of service while enabling our machine builders to create value-added recurring revenue streams to post-

product sales,” said Sloan Zupan, Mitsubishi Electric Automation product marketing manager. “SupportConnect also allows Mitsubishi Electric Automation support personnel to assist on service calls in cases where level 2 and 3 support is needed.”

“Putting the customer at the center of the business model is a fundamental tenet of the Progressive Manufacturing concept,” said David R. Brousell, editor-in-chief at Manufacturing Enterprise Communications. “The Mitsubishi Electric Automation SupportConnect project is an excellent example of how a new and useful service to customers was conceived and delivered in an efficient manner.”

Mitsubishi Electric Automation will be presented with its award at the Manufacturing Leadership Summit 2011 on May 11, at The Breakers in Palm Beach, Fla., where more than 200 manufacturing technology executives are expected to attend.

#### **About Mitsubishi Electric Automation.**

Mitsubishi Electric Automation, Inc., headquartered in Vernon Hills, Ill., is a world leader in industrial automation offering a comprehensive line of factory automation solutions. Products include automation platforms, programmable logic controllers, human machine interfaces (HMI), AC variable frequency drives (VFD), servo amplifiers and motors, motion controllers, control software, computerized numerical control systems (CNC), robots and industrial sewing machines. For a broad range of factory automation applications, visit the Mitsubishi Electric Automation website at <http://www.meau.com>.

#### **About Manufacturing Enterprise Communications, Inc.**

Manufacturing Enterprise Communications, a division of Thomas Publishing Co. LLC, the leading information resource for manufacturing executives, produces industry specific information for global manufacturing markets. Manufacturing Enterprise Communications provides critical content to innovative and forward thinking manufacturing companies that use enterprise systems and information and automation technologies to transform their businesses and create a sustainable competitive advantage. Manufacturing Enterprise Communications powers the *Managing Automation* magazine and Website; the Manufacturing Executive Website, Manufacturing Leadership Council,

and *Manufacturing Executive Leadership Journal*; the Manufacturing Leadership Summit; and the PM100 Awards program. For more information visit [www.manufacturingleadershipsummit.com](http://www.manufacturingleadershipsummit.com).

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