

# Synaptic Business Automation





## Synaptic Business Automation

Synaptic Business Automation underlies a process of co-innovation and collaboration with customers that leverages Yokogawa's domain knowledge and digital automation technologies to create sustainable value.

Synaptic takes its name from the synapse, a structure in the nervous system that plays a role in the transfer of signals to other parts of the body. *With Synaptic*, we help customers create new value by



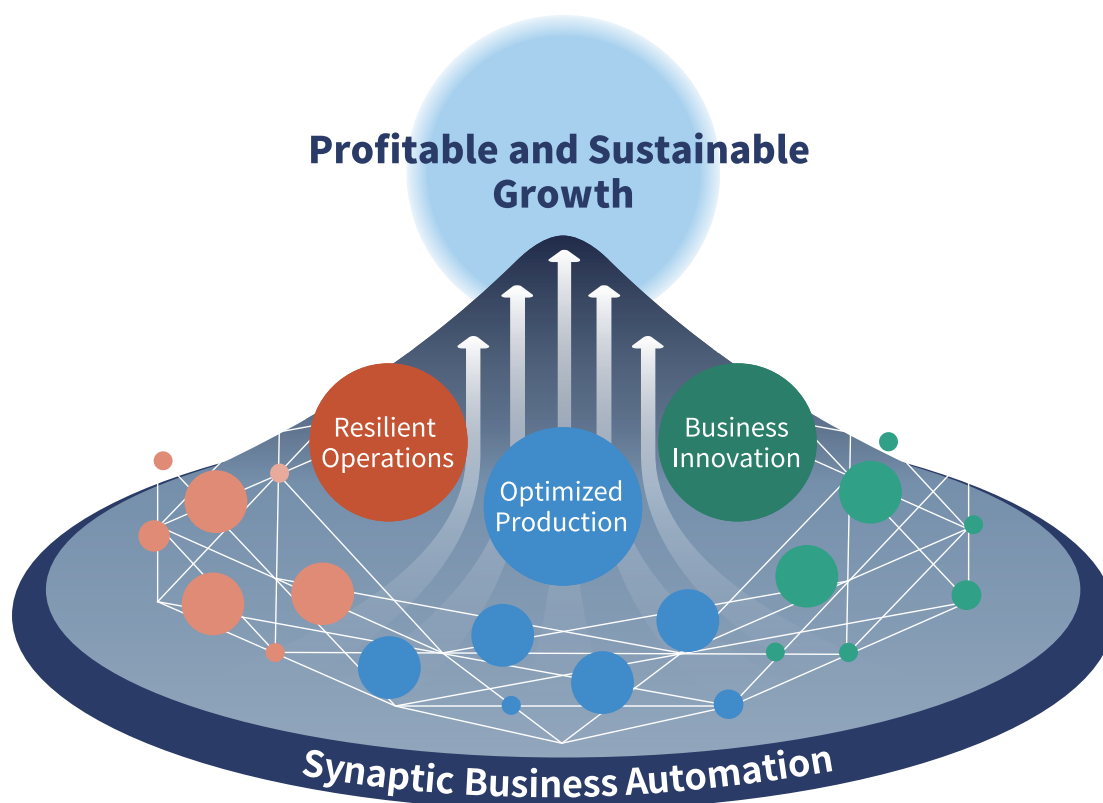
connecting and integrating everything such as data, organizations, business processes and supply chains with domain knowledge and digital automation technologies, like neural networks.

*With Business Automation*, we co-create value with customers by improving their business performance through optimization of supply chains and operations, and maximization of asset performance through co-innovation and digitalization.

**YOKOGAWA**   
Co-innovating tomorrow<sup>®</sup>



# The Value of Synaptic Business Automation



## Continuous Value Creation Cycle

Provide the key solutions that enable a continuous value creation cycle, which positions Yokogawa as a reliable and trusted partner for challenges both within and beyond the four walls of the plant, including the supply chain.

The key aspect is Yokogawa's ability to not only provide offerings related to conventional automation and applications, but also deliver comprehensive solutions from sensors to enterprise.

### Identify

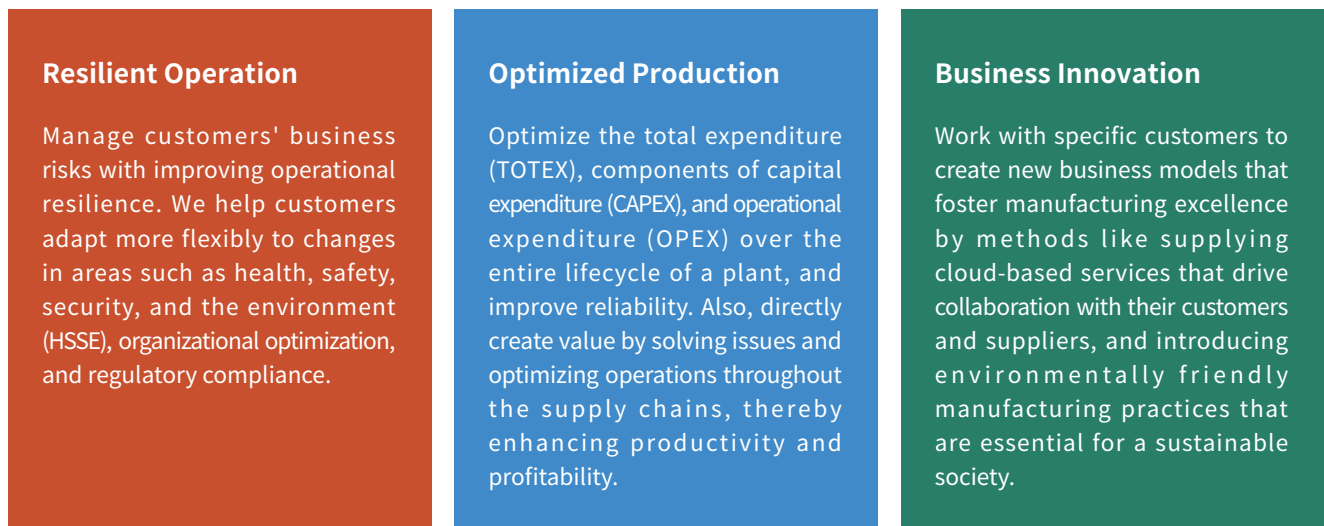
Define potential improvement areas across the customer's entire business processes and resources.

### Create & Implement

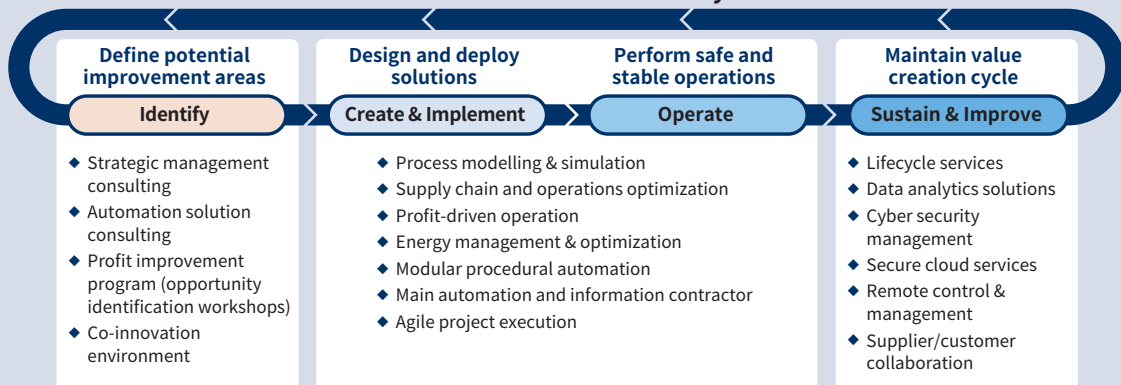
Design and deploy optimal solutions at the customer's sites, based on the potential areas of improvement outlined in the 'Identify' phase.

Synaptic Business Automation focuses on creating sustainable value for customers through co-innovation and collaboration. The solution's primary focus is to help customers realize profitable and sustainable growth. The first step in the process is to understand the potential value of customers' business.

Synaptic Business Automation creates value for customers in three ways.



### Continuous Value Creation Cycle



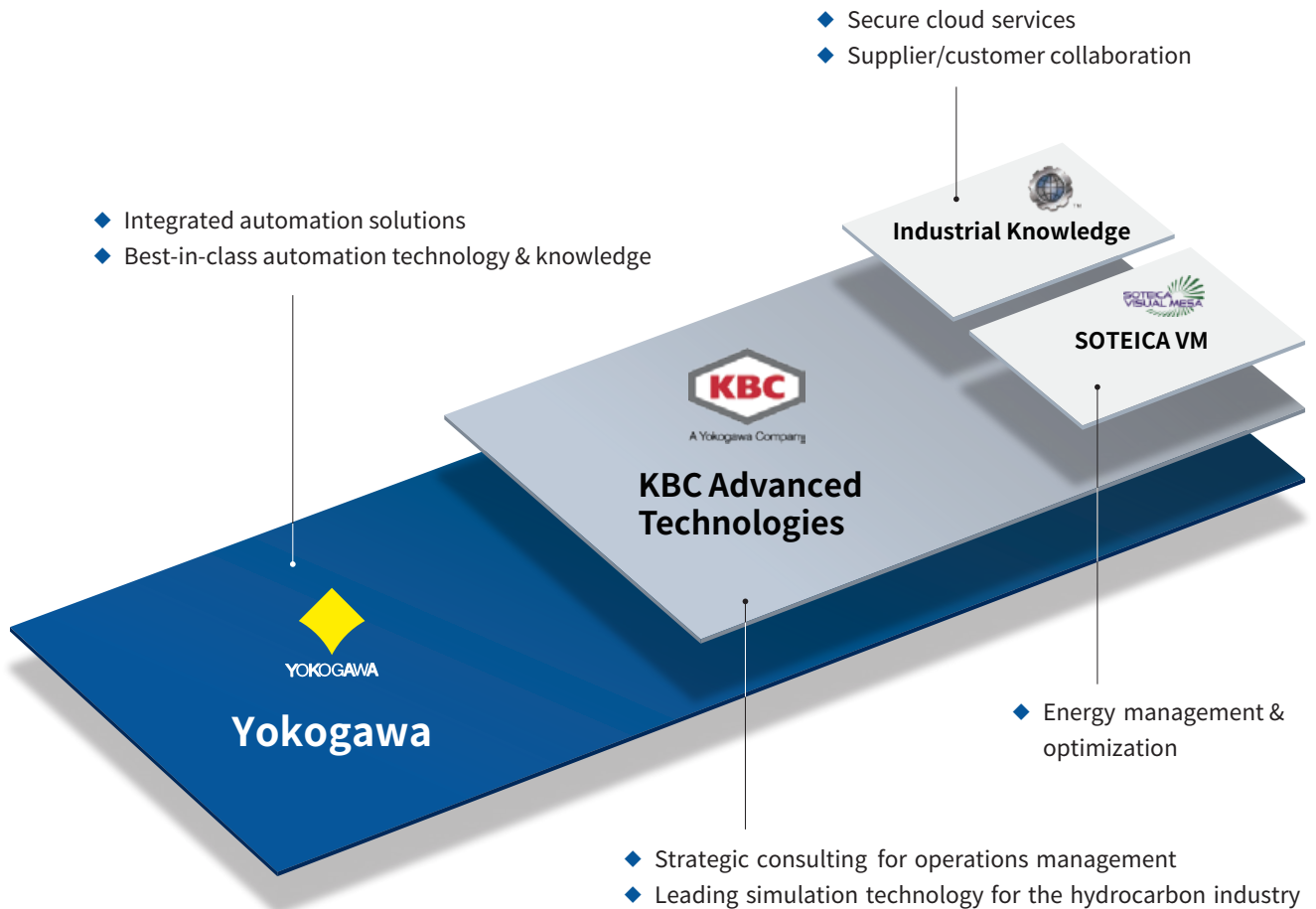
#### Operate

Perform safe and stable operations across the customer's entire business processes and resources.

#### Sustain & Improve

Maintain the solutions, helping the customer drive continuous improvement and sustained performance excellence.

# Yokogawa Capability



## Continuous Value Creation for Customers

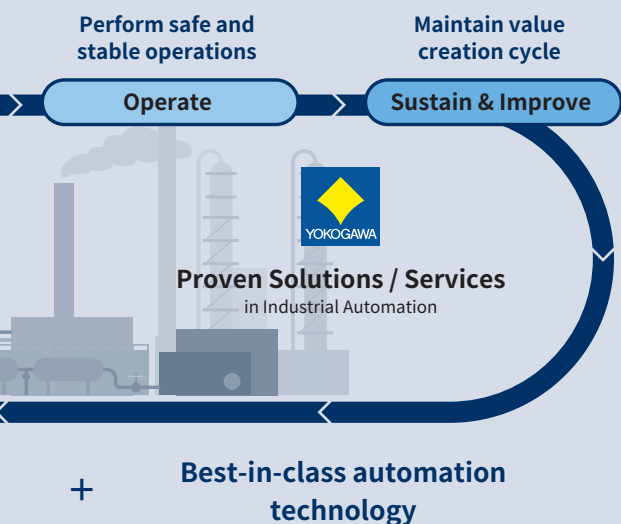




---

Yokogawa acquired the consulting methodology to improve customers' profits and business performance with domain knowledge by the acquisition of KBC. KBC is all about excellence in the energy and chemical industry and provides leading software and expert services, powered by the cloud, to ensure that process operations achieve their full potential. Industrial Knowledge and SOTEICA VISUAL MESA were integrated with KBC to strengthen the energy management consulting service and drive optimization of plant-wide production processes through cloud services. The combined synergies also facilitate the integration, collaboration, and optimization of customers' entire value chain. The solution integration led to the creation of a differentiated value proposition: Continuous Value Creation Cycle.

---



**World's highest**

availability and reliability  
automation solutions

**44,000+**

projects  
delivered

---

**YOKOGAWA ELECTRIC CORPORATION**

**World Headquarters**

9-32, Nakacho 2 -chome, Musashino-shi, Tokyo 180-8750, Japan  
<http://www.yokogawa.com/>

Represented by :

**Trademarks**

Co-innovating tomorrow is a registered trademark of Yokogawa Electric Corporation.

All brand or product names of Yokogawa Electric Corporation in this bulletin are trademarks or registered trademarks of Yokogawa Electric Corporation.

All other company brand or product names in this bulletin are trademarks or registered trademarks of their respective holders.

Subject to change without notice

All rights Reserved. Copyright © 2018, Yokogawa Electric Corporation

[Ed:01/d] Printed in Japan, 802(KP)