

# Press release

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The leading MES manufacturer further expands its IIoT and Analytics division under new management

## Rüdiger Hussong is the new Director Business Development Data Analytics at iTAC

Montabaur, 23 July 2020 – Rüdiger Hussong is the new Director Business Development Data Analytics at iTAC ([www.itacsoftware.com](http://www.itacsoftware.com)). He previously worked for Software AG as a consultant and in the field of market segment development. Among other things, Rüdiger Hussong was responsible as a lead consultant for manufacturing customers with a focus on IIoT & Analytics. iTAC has set itself the goal of supporting its customers in optimizing their manufacturing processes using modern analytics and IIoT tools. To achieve this, iTAC delivers the required software tools and can provide all the necessary implementation services including simple machine or sensor connection, data engineering and data analysis as well as support the customer in these areas. In his newly established position, Rüdiger Hussong will play a key role in driving forward the expansion of this business segment.

iTAC Software AG is a leading provider of a Manufacturing Execution System (MES) and associated IIoT solutions for industry 4.0. The company is a subsidiary of the DÜRR machine and plant construction group. Software AG, where Rüdiger Hussong previously worked, is, among others, a joint venture partner of the ADAMOS consortium founded by DÜRR.

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Rüdiger Hussong brings comprehensive expertise in the Smart Factory sector. He acquired this knowledge in various positions, for instance at T-Systems International GmbH, where he worked until December 2017 in the Digitization, Consulting & Innovation department as a consultant and business development manager for Smart Factory topics in the Automotive & Manufacturing sector.

Most recently, Rüdiger Hussong worked for Software AG in consulting and market segment development. As a lead consultant he was responsible for manufacturing customers with a focus on IIoT & Analytics. During this time, he managed the Ecosystem and Partner Development in the IIoT environment for Software AG's strategic positioning in the industrial segment. Rüdiger Hussong has also been involved in ZVEI working groups in the Industry 4.0 environment and in strategic industry alliances such as ADAMOS and the Open Industry 4.0 Alliance.

### **IIoT and Analytics are crucial in modern production**

In his new position as Director Business Development Data Analytics at iTAC Software AG, Rüdiger Hussong and his team will continue to expand the company's IIoT and Analytics division.

"For iTAC, data analytics represents a significant differentiation factor in the market. We are specialized in process and quality improvement in the manufacturing process. My goal is to continually expand the iTAC.MES.Suite with new services and to support customers in all project phases of the data science process with internal and external resources as well as to seamlessly integrate the tool chain. Only then is it possible to optimally combine expertise in domains, technology and data science and seamlessly transfer it into productive use. The focus here is clearly on reducing complexity and enhancing user orientation in order to generate the greatest possible benefits from the various project phases," explains Rüdiger Hussong.

In the course of his work, Rüdiger Hussong will be identifying the customers' requirements in conjunction with analytics projects and implementing the requirements with the iTAC/DÜRR analytics tools for streaming and batch analytics. This includes pre-sales support for the sales team as well as control

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of partner companies and close cooperation with the development team in order to incorporate new requirements into the product. Rüdiger Hussong is also responsible for the definition of sales targets and the development of measures to achieve these targets, as well as the management of research projects related to the analytics topics.

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### **About iTAC**

iTAC Software AG, a stand-alone company of mechanical and plant engineering group Dürr, offers Internet-enabled information and communication technologies for the manufacturing industry. Founded in 1998, the company is now a leading MES manufacturer. The iTAC.MES.Suite is a manufacturing execution system used worldwide by companies in various sectors, including the automotive, electronics/EMS, telecommunications, medical technology, metals and energy industries. Further systems and solutions for implementing IIoT and Industry 4.0 requirements complete the portfolio. iTAC Software AG is headquartered in Montabaur, Germany with offices in the USA, China and Japan, and has a worldwide partner network for sales and service. iTAC's philosophy is to connect people, data and systems.

The Dürr Group is one of the world's leading mechanical and plant engineering companies with outstanding expertise in the fields of automation and digitalisation/Industry 4.0. Dürr products, systems and services facilitate highly efficient manufacturing processes in various industries. Dürr supplies many industries, including the automotive, mechanical engineering, chemical, pharmaceutical and wood processing sectors. The company has 92 locations in 32 countries and 16,500 employees worldwide.

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