

November 21, 2024
AMADA CO., LTD.

Promoting DX and Strengthening Human Resource Development for Business Model Advancement

Establishment of the “ATEC” training facility for the next generation of engineers
for the future of customer factories



AMADA CO., LTD. (Isehara, Kanagawa, Japan, Representative Director, President: Takaaki Yamanashi) will further strengthen its promotion of DX and next-generation human resource development to construct a business model adapted to the needs of the era. As one of those initiatives, AMADA opened the “AMADA Technical Education Center (ATEC)” within its Head Office in Isehara City, Kanagawa Prefecture. The ATEC began engineering education for employees from October and will aim to develop human resources who can make a contribution to the manufacturing workplaces of customers in Japan and overseas.

In recent years, problems of labor shortages and minimal training have occurred around the world. To respond to this, a shift to operation that is possible without skills and the introduction of automation are becoming urgent tasks in the manufacturing industry. Other pressing issues include day-to-day initiatives for the environment to realize a decarbonized society, and action for DX in manufacturing workplaces as a result of the rapid advances in digital technology. To respond to these issues and work towards the realization of a sustainable society, AMADA believes that it will be necessary to conduct solution proposals to solve the issues of customers at an early stage, and also to strengthen the engineering capabilities of AMADA employees.

AMADA began offering the “V-factory” IoT solution in 2018 and, as of November 2024, the

connection of equipment in Japan and overseas had reached 8,000 machines. V-factory consists of mainly two functions. The first is a monitoring function that makes it possible to check the operation status of the connected machines, software and equipment in real time. The second is an IoT support function, in which a connection to the AMADA customer support center is used to diagnose the condition of the machine remotely and perform preventative maintenance. Through the use of the IoT, V-factory visualizes the issues that the customer factory is experiencing “now.” It then offers new proposals utilizing data and support that does not keep the customer waiting, as mechanisms to realize production with high added value.

To further increase the speed of a customer’s solution, AMADA has recently constructed the new “ADMS (AMADA DX Management Solutions)” initiative to further advance the unique AMADA business model of direct sales and direct service to also include digital sales and service based on data. ADMS is an initiative aiming to use the analysis of marketing data to create new business opportunities that can solve the social issues experienced by manufacturing industries, and to go on to provide even better products and services.

To transform from the previous model that relied on individual people to a model where the head office and business sites are integrated as one, advancements were made to the unique AMADA sales support and customer management systems used previously, and they were migrated to the same platform as V-factory and IoT support to realize unification. These changes have made it possible to further visualize, analyze and share the customer information, starting from the 63,000 companies where the AMADA Group has already delivered in Japan, and will enable further equalization between the head office and business site performance. Furthermore, the strengthening of the coordination with the various information systems in the company has also increased the efficiency of indirect operations such as quotations and specification document production. As proposal tools for sales engineers, a large number of applications have been developed to enable the simulation of the effects of introducing the latest solutions at the customer location. A dedicated site has also been prepared to allow the customers to use the applications themselves. Through these initiatives, AMADA aims to further develop partnerships with customers by maximizing the efficiency of business sites and speedily providing higher-quality proposals in response to customer issues.

AMADA also aims to provide the latest employee education to further strengthen engineering capabilities. In recent years, the increasing diversification of the needs of customers has meant that the lineup of machines has also diversified. AMADA has already delivered around 200 different models. Furthermore, as a result of the increasing needs for automation and DX, service engineers in particular are required to have a wide range of skills.

The company has constructed an online training site to raise the engineering capabilities of service engineers and help them acquire multiple skills. This site includes a skills map that analyzes the skill of individual employees in 14 categories, coordinated with around 800 different types of original online content on topics that include not only trial operations and maintenance, but also software, machining technology, and business proposals. By implementing remote training to fit the skills of the individuals, the company will realize an equalization of the skills of service engineers overall.

The practical training area on the first floor of the new “ATEC” training facility has 45 models of new and old machines installed. In addition to the disassembly and assembly of the main body of the machines, it is also possible to learn specialist knowledge on parts such as drive mechanisms and laser oscillators. There are also multiple automation systems and robots installed, in response to the increasing needs for automation. The goal is to acquire skills and educate customers, not only for trial operation, but also for program production and processing. The second floor has five simulator rooms for equipment such as NC equipment, pneumatic and hydraulic equipment, and specialist jigs and tools. The training room is used to provide special and supervisor education necessary when performing operations with specific hazards. Through all of this education, AMADA will develop around 1,700 service engineers in 36 countries who can contribute to the manufacturing workplaces of customers. The aim is also to promote the shift of all employees globally towards engineering, to realize the quick solution of customer issues and further improve customer satisfaction.

The activities being implemented in the company’s mid-term management plan 2025 include a shift to balanced investment to increase future investment for growth. Additionally, the AMADA Group has positioned “Developing Human Resources Who Pursue Creative and Challenging Activities” as the basic principle of its human resource development. To respond to the rapid changes that are occurring in society in recent years, it is thought that it will be important to create an environment where human resources with diverse values, backgrounds, and environments can independently develop themselves and play an active role. AMADA will continue to invest in the promotion of DX and human resource development, and will work to construct solid management foundations that are not affected by the changes in society. At the same time, the company will advance medium- to long-term strategies such as strengthening the development of human resources who can play an active role in the global environment, business leaders, and technical human resources in advanced and specialist sectors.

■ Outline of ATEC

1. Name	AMADA Technical Education Center
2. Address	Within the AMADA Head Office, 200 Ishida, Isehara, Kanagawa, Japan
3. Building area	Approx. 3,530 m ² (Steel-frame, three-story)
4. Total floor size	Approx. 5,199 m ²
5. Main functional areas	
1F Practical training area	Installations of 45 new and old models of machine and also automation systems and robots
2F Simulator rooms	Five simulator rooms for equipment such as NC equipment, pneumatic and hydraulic equipment, and specialist jigs and tools
	Training room and programming room
3F Office and meeting rooms	
Roof Solar panels	Solar panels with a capacity of 200 kW have been installed and generate 206MWh per year Annual CO ₂ emission reduction of 80t

End

* The information in this release is subject to change without notice.