Based on the ideals set forth in its Synaptic Business Automation concept, Yokogawa helps its customers respond to dramatic changes in their business environment and achieve the transformations needed to prevail in today’s highly competitive marketplace. To accomplish this, Yokogawa aims to work with its customers as a trusted partner.

Yokogawa is highly regarded around the globe as a leader in the control field. For use in a wide range of production facilities, the Company provides highly reliable sensors for the real-time measurement of processes, analyzers, high-availability distributed control systems for the monitoring and control of processes, safety instrumented systems that can prevent plant accidents, and highly reliable software and services that support production management. The Company partners with its customers to create new value by providing optimum solutions that enhance production efficiency, ensure high availability, make maximum use of assets, maintain safety, and optimize costs over the entire lifecycle of a plant facility. Yokogawa works hand in hand with its customers in a wide range of industries, including oil and gas, chemicals, electric power, iron and steel, pulp and paper, pharmaceuticals, and foods.

Yokogawa integrates its own technologies, expertise, and solutions with those gained through mergers and acquisitions, and alliances with IT vendors. We create value for our customers by helping to visualize and optimize business activities that occur throughout their value and supply chains.

Goal

Business concept

To Be the Most Trusted Partner

Synaptic Business Automation

The Synaptic Business Automation concept is all about creating sustainable value for our customers by linking everything within their organizations. To accomplish this, Yokogawa makes use of both its business and domain knowledge and its digital automation technologies to engage in co-innovation with customers that will drive a transformation in their business processes. Synaptic is a reference to the synapse, a structure in the nervous system that plays a role in the transfer of signals throughout the body. This indicates our determination to help our customers strengthen their competitiveness by linking everything within their organizations, from knowledge, data, and systems to entire supply chains. Business Automation refers to a process that goes beyond simple industrial processes to include the automation of all an enterprise’s business processes, and it seeks through their comprehensive optimization to enhance our customers’ corporate value.
Yokogawa’s capabilities

To meet a diverse array of customer needs, Yokogawa combines its strengths in operational technology (OT) and information technology (IT) with KBC’s business and domain knowledge. With these capabilities, Yokogawa is able to offer its customers best-in-class solutions and services that cover everything from business to manufacturing operations and help them get the most out of their existing plant assets.

Through the acquisition of KBC, Yokogawa gained access to process knowledge that is useful in improving profitability for its customers by helping them identify and resolve business issues, as well as knowledge and expertise in the provision of strategic business consulting services that make use of simulation technology. Utilizing these strengths, we engage in a continuous value creation cycle that has four phases: First we identify customer issues and ways to improve profitability, second we create & implement solutions hand-in-hand with our customers, third we help them operate their facilities safely and stably utilizing our automation solutions, and fourth we provide cloud-based remote consulting and other services that help them sustain & improve their operations over the entire facility lifecycle.

Continuous value creation throughout the business lifecycle

Yokogawa helps its customers achieve their aspirations by continuously creating value through every phase of the business lifecycle.

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Value of Synaptic Business Automation

Based on the Synaptic Business Automation concept, Yokogawa engages with its customers to sustain the creation of value on their behalf. We work closely with them to identify issues that must be addressed to improve profitability, and co-create solutions and services based on the following three elements:

First, we aim for resilient operation, namely the achievement of robust operations in the presence of safety, security, and environmental risks that are a threat to business continuity. Second, we aim for optimized production to improve the reliability and productivity of manufacturing operations and thereby optimize both TOTEX* and profitability. And third, we aim for business innovation, which aims through the facilitation of connections with our customers to create further value both for them and their customers and business partners. Through the co-creation of value, Yokogawa aims to be a trusted business partner that helps its customers improve profitability and sustain growth.

Yokogawa’s value proposition

Yokogawa’s most important value proposition is our commitment to maximizing customer satisfaction by seeing everything through to a successful completion and keeping our word. The following four points express what makes our delivery of value unique.

1. **Long-term partnerships based on a shared vision**
   Yokogawa is always ready and willing to listen to its customers and propose optimal solutions to whatever issues they may face. We take a long-term perspective based on a shared vision for the future. That is our corporate culture.

2. **Best-in-class operating performance & robust technology, from sensor to enterprise**
   From sensor to enterprise, Yokogawa provides best-in-class solutions that are based on its industrial domain knowledge and robust technology. With comprehensive solutions that ensure safe and stable operations, we help our customers sustain growth and generate profits.

3. **Secure system integration based on a solid track record in project management**
   With a proven workforce of project engineers who have successfully carried out control system projects all over the world, Yokogawa is able to deliver integrated automation solutions of all sizes and complexity levels. Since delivering the world’s first main automation contractor (MAC) project back in 2000, we have become a leading MAC and continue to develop innovative new engineering services.

4. **Sustainable support through global reach and local delivery**
   With its global service network, Yokogawa is able to ensure the timely and reliable delivery of support services to its customers wherever they may be, covering the entire lifecycle and encompassing the entire value chain. We have a trusted workforce of service engineers all over the world. These are just a few of the reasons why Yokogawa has been able to achieve sustained success over the past century.

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*TOTEX* stands for Total Expenditure throughout the business lifecycle; this is the sum of capital expenditure (CAPEX) and operating expenses (OPEX).
Comprehensive solutions, from business to operations

The principal components supporting Synaptic Business Automation are our strategic management consulting services and automation solutions. Yokogawa offers its customers comprehensive solutions that are optimized for every phase of the plant lifecycle and which extend to every level of the organization, from the executive suite to the plant floor. Under the OpreX brand, which embodies the excellence of the technology and solutions that have been cultivated through the co-creation of value and which covers all of the Company’s products, services, and solutions related to industrial automation, Yokogawa is enhancing its industrial automation portfolio.

Yokogawa Receives the Frost & Sullivan Global Customer Value Leadership Award in the Automation Solutions and Services Industry

Yokogawa received the 2017 Global Automation Solutions and Services Customer Value Leadership Award from Frost & Sullivan*, an international market research and consulting firm.

*Frost & Sullivan is an international market research and consulting firm. As well as contracted research, information gathering, and consultation, it also conducts proprietary market research and technological analysis. Based in California, Frost & Sullivan has research and sales offices at over 40 sites around the world.