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VIEWPOINT 2021: George Babka, Sales General Manager, Yamaha Motor Corporation, USA

Toward More Flexible Solutions

In recent years we have seen an increase in volatility in the US electronics manufacturing market. Now, more than ever, manufacturers need production flexibility in addition to capability and throughput. It is much more difficult to forecast volume requirements beyond the current quarter due to fluctuations in demand as well as rapidly changing legal and trade issues. Customers are now seeking more flexible solutions that can be scaled up or down in response to prevailing market conditions.

It makes less sense now to have high volume capability unrealized on the factory floor. Manufacturers know that placement systems



are the "cash machines" of their factory. Profitability is directly affected when these machines are not running or are running at reduced capacity.

In this business climate, it is critical to improve operational efficiency (OEE) on existing equipment in the manufacturing line. With this in mind, Yamaha is rolling out new diagnostic tools that require little or no investment by the customer, and harvest data already resident in each machine to determine overall line throughput and efficiency.

We expect these tools to be more in demand as we move into the future. Having a quick assessment of a line's real output, compared to its theoretical capability, will provide much more control to our customers, so that they can make smarter investment decisions to repair, upgrade, or replace their existing equipment. The quoting process for the EMS company can now be informed by how much profit is made on other similar jobs on the line. This is a metric that can be easily calculated with our equipment and will be a valuable tool for our customers.

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