

Invited Speech: **Enablers for Manufacturing Technology Integration**  
Mr. Reiner Missale, CEO Critical Manufacturing S.A.

## About the Speaker



Reiner Missale is the Chairman and Chief Executive Officer (CEO) of Critical Manufacturing S.A.. In his previous responsibility, he was Vice President for Production Automation and Manufacturing IT, at Infineon and later Qimonda, for all worldwide production facilities.

Reiner Missale holds a Technical Diploma in Industrial Engineering from the University of Applied Science, Würzburg, Germany and has more than 15 years of international manufacturing and software business experience. He began his career at SIEMENS and has worked in several industries, for production and consulting companies. In semiconductors, he pioneered at a Joint Venture with MOTOROLA and at International SEMATECH in 1998, the 300mm Semiconductor Automation Technology. In total, he led more than 10 set-ups and ramp-ups of production plants with entire factory automation. For INFINEON, he standardized worldwide the company's manufacturing systems and had set-up off-shore Software Development Centers in Europe and Asia.

## Abstract

The "integrated business" is a constant theme in all industries since quite some time. Different approaches have been taken, on different levels of enterprise processes and for different aspects of the manufacturing chain. Despite the unquestioned importance and need for business integration, the achieved results vary quite significantly across the market and industry segments. While the commercial and sales related processes are increasingly well covered by established standards and solutions, the manufacturing related space for production and engineering has leveraged the potential of an integrated production chain quite limited. What are the reasons, the actual state and the possible solutions to address it?

This paper provides the perspective of a tighter integration of all functional, operational and technological aspects in High-Tech-Manufacturing; in addition a solution approach for production, engineering and multi-site management is presented.