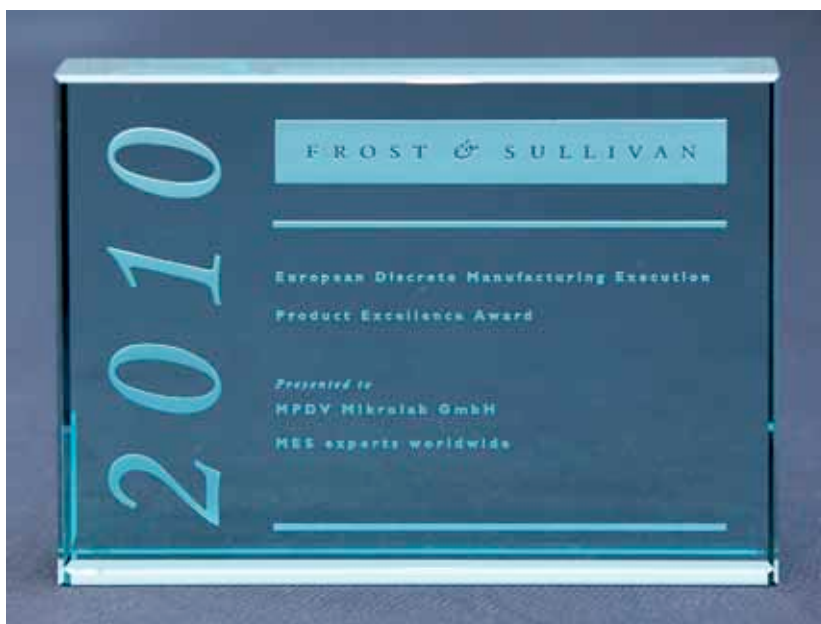


## MPDV Awarded Frost & Sullivan Product Excellence Award

### An Outstanding MES Solution

Manufacturing Execution Systems (MES) have become an established component of applications software in the manufacturing industry. Associations such as MESA, ZVEI, VDMA and, in particular, VDI, with its 5600 Guideline, have paved the way for MES systems to become widely used within manufacturing. For years, analysts have been studying the development and future potential of MES.

International analysts Frost & Sullivan have focused on this topic in two noteworthy studies. The MES market should experience considerable growth in the future, particularly in the discrete production sector. After having studied the market and assessed all the major competitors, Frost & Sullivan awarded MPDV Mikrolab GmbH the "Product Excellence Award 2010" for its product HYDRA. The prize was awarded in a ceremony on October 7th, 2010 in Brussels, Belgium.



Prof. Dr. Juergen Kletti received the award and in an interview after the ceremony, said: "This award is very important for MPDV and reaffirms our product strategy and, above all, our approach to customer-orientation. This distinction confirms to our existing customers and any potential MES users that they made the right choice in selecting MPDV. The following criteria were used to benchmark MES products: Features/Functionality, Quality/Complexity, Customization and Target/Market focus. MPDV was rated "excellent" in every criterion. With respect to criterion 1 (Features/Functionality), Frost & Sullivan affirmed that HYDRA, with all of its functions, provides an ideal link between the management and production level. Special emphasis was placed on

HYDRA being an integrated solution with a modular structure. The horizontal integration between production management, human resources management and quality management is especially important in this context. Online data capture, including validation/error checking, is complemented by transparent data retention that

**MES HYDRA:  
"Excellent"  
in all sectors**

does not require an interface connection. These elements allow for information to be managed, reports to be created, and scheduling to be done at all levels of production management.

HYDRA offers extensive functions covering the varied tasks of production management. This was the decisive factor in also being rated "excellent" in criterion 2 (Quality/Complexity). HYDRA's shop floor scheduling module (HYDRA-HLS) was singled out because it not only provides for capacity planning, but it also enables simulations and complex optimizations. The performance analysis elements of HYDRA, as well as the myriad ways in which HYDRA supports scheduling and organization within production companies, were extremely important to the analysts' decision as well.

One decisive advantage HYDRA had in meeting criterion 3 (Customization) was the way in which it provides administrators and users with extensive options for configuration and

customization. HYDRA can be customized based on user requirements through extensive parameterization options using user exits and scripts.

HYDRA-Applications enable users to generate individual evaluations and reports. In addition, automatic data collection can be customized using PCC technology. As a result, it can easily be connected in a wide range of production scenarios. Frost & Sullivan's analysts found it exceptional that HYDRA has been utilized in FDA-compliant projects (US Food and Drug Administration). HYDRA not only meets the requirements of the FDA, but the software is subject to the V-model of GAMP 4.

With respect to criterion 4 (Target/Market Focus), it was very important to the analysts that HYDRA had been installed in every essential industry sector worldwide. Frost & Sullivan considers the global distribution of a product to be a decisive factor in a company's future success. MPDV has benefited from the fact that its HYDRA MES is in use by companies around the world, including in the newly industrialized



countries of Eastern Europe and the Far East. Having subsidiaries in the U.S. and Southeast Asia was also viewed favorably.

Frost & Sullivan's rating of MPDV and HYDRA is positive affirmation of MPDV's product and market strategy. The current market situation increasingly calls for standard products like HYDRA that can be easily modified and adapted to the many changing situations specific to applications and sectors. Horizontal integration is the most important element in this regard, i.e., all production management requirements can be met without using interfaces. For production in the future, MES systems will provide such an enormous increase in efficiency and quality that users of such systems will see globalization as an opportunity rather than a threat.