

ABB Review – the window to ABB's technology

ABB is in the midst of a dramatic transformation. We are expanding in businesses where we can combine our knowledge of the market with our latest technology to provide our customers not simply with a product, but with greater competitiveness. We are reducing our dependence on heavy assets and fixed capital and growing fast in new businesses based on intellectual capital.

At the heart of ABB's intellectual capital is R&D and technology.

The new *ABB Review* is an invitation to our readers to enter the world of technology as we know it.

The magazine has a revamped look to reflect the changing business environment and the technology challenges that lie ahead.

Technology is best viewed through its practical applications. As such, we have chosen to focus on one of our strongest segments, Automation, in this issue.

Future issues of *ABB Review* will be grouped around our other major business areas. Watch for breakthroughs in Oil, Gas and Petrochemicals, Transmission, Power Distribution and Building Technologies.



Alongside these recent market developments, *ABB Review* will report on a number of strategic cooperations with leading universities

around the world and the challenge of marrying the world of learning with the world of taking products to market.

We hope the new *ABB Review* will build a dialogue among our customers and suppliers, the scientific community, students working at the forefront of technology and last, but certainly not least, our own employees. We believe such a dialogue is vital to meeting the technology challenges of tomorrow.

We invite you to give us your feedback on the new *ABB Review*. As our readers, you can help shape the messages and information we deliver, making the magazine a valuable source of information about us and the technology in our industries.

M. Bayegan

Markus Bayegan
Senior Corporate Officer
ABB Group R&D and
Technology



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Share the Vision of ABB Automation!

This issue of *ABB Review* marks several important milestones in the life of the company's automation-related businesses:



We have completed a reorganization that yields a new ABB business segment structured to focus *exclusively* on automation solutions. And we have implemented key development and acquisition initiatives to strengthen our portfolio of value-added, 'one-stop-shop' solutions.

Most important, we have embraced a new commitment to ABB customers in their quest for next-generation automation and information solutions. We call this commitment *Industrial IT . . . the next way of thinking*.

This commitment is built on a vision that automation and information technologies across the enterprise must work together – seamlessly and in real time. It is a vision that demands *plug and produce* functionality from the most basic to the most complex automation products, systems, solutions and services. It is a vision that recognizes these deliverables are not an end in themselves, but rather a means to the higher goals of greater productivity, asset optimization and common global processes.

As the world's largest provider of automation technologies, software and services, we have the critical building blocks in place. Working together with our customers, leading industry innovators, and nearly 50,000 automation employee professionals, we can achieve far more:

The Industrial IT solutions of tomorrow must move decision support, asset optimization and global processes out of the limited realm of executive meetings. We must weave these critical tools into the very fabric of the enterprise – empowering employees across the organization to make them a part of their daily actions – and to influence the outcome. We must place the ultimate goals of improved return on investment and greater shareholder value at the forefront of every action.

Our casebook is rapidly filling with success stories of Industrial IT solutions deployed to meet these objectives. I invite you to share the *vision* of ABB Automation!

Jörgen Centerman
Member, ABB Group Executive Committee
Executive Vice President,
ABB Automation Segment