



ABB Group, November 2009

# Realigned automation structure Improving focus on growth opportunities

# Clearer focus on growth opportunities

## More effective and efficient approach to markets

- Clearer customer segmentation
- Tap the full potential of ABB's strong channels to market
- Enable faster growth in service
- Strengthen ABB in discrete automation with unique offering
  - Robotics, motion control, PLCs (programmable logic controllers), drives and customized service – all from one supplier
- Simpler structure = easier to integrate acquisitions
- Greater transparency, more aligned with market characteristics

# The new automation divisions at a glance

\* The PLC business of Control Products will be part of DM

RO	<ul style="list-style-type: none"><li>▪ Products</li><li>▪ Robot Automation</li><li>▪ Systems</li><li>▪ Service</li></ul>	Discrete Automation and Motion (DM) <i>Ulrich Spiesshofer</i>
AP	<ul style="list-style-type: none"><li>▪ LV Drives</li><li>▪ Power Electronics and MV Drives</li><li>▪ LV Motors</li><li>▪ Machines</li><li>▪ Control Products*</li><li>▪ Breakers and Switches</li><li>▪ Enclosures and DIN-rails</li><li>▪ Wiring Accessories</li><li>▪ LV Systems</li><li>▪ Instrumentation</li></ul>	Low Voltage Products (LP) <i>Tom Sjökvist</i>
PA	<ul style="list-style-type: none"><li>▪ Marine and Cranes</li><li>▪ Metals</li><li>▪ Minerals</li><li>▪ Oil, Gas and Petrochemicals</li><li>▪ Pulp and Paper</li><li>▪ Process Industry Products</li><li>▪ APS Service</li><li>▪ Turbocharging</li></ul>	Process Automation (PA) <i>Veli-Matti Reinikkala</i>

# Alignment of automation businesses

## By technology, channel to market, and service model

OEM = original  
equipment  
manufacturer

	<b>Technologies</b>	<b>Channel</b>	<b>Service model</b>
Discrete Automation and Motion (DM)	Electrical circuits and control software Electromechanical and motion	Mainly system integrators, OEMs	Customers require a higher volume of tailored services
Low Voltage Products (LP)	Switching and contacting	Mainly wholesalers, OEMs	Moderate service volume, standardized
Process Automation (PA)	Distributed control systems and automation	Mainly end-users	Customers require a higher volume of tailored service

# The Executive Committee as of 2010



Joe Hogan  
CEO



Michel Demaré  
CFO and Global  
Markets



Gary Steel  
Human  
Resources



Diane  
de Saint Victor  
General Counsel



Anders Jonsson  
Global Footprint  
and Cost program



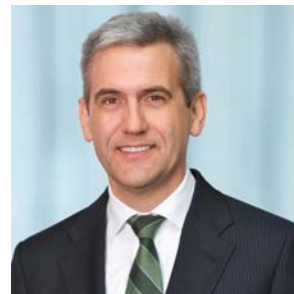
Brice Koch  
Marketing and  
Customer Solutions



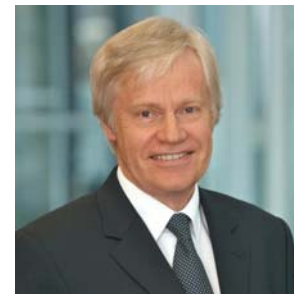
Bernhard Jucker  
Power  
Products



Peter Leupp  
Power  
Systems



Ulrich Spiesshofer  
Discrete Automation  
and Motion



Tom Sjökvist  
Low Voltage  
Products



Veli-Matti Reinikkala  
Process  
Automation

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