



To:
Joe Industries
123 Kingston St.
Kingston, ON A1A 2B

(905) 792-8267
info@amsautomated.com
www.amsautomated.com
165 Sun Pac Blvd Unit#2
Brampton, ON L6S 5Z6

21 April 2023

Dear Brand Manager,

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Thank you and best wishes,

Jane Doe
Jane Doe
Public Relations



Jon Doe
Marketing

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Automated
Manufacturing
Stytem Inc.



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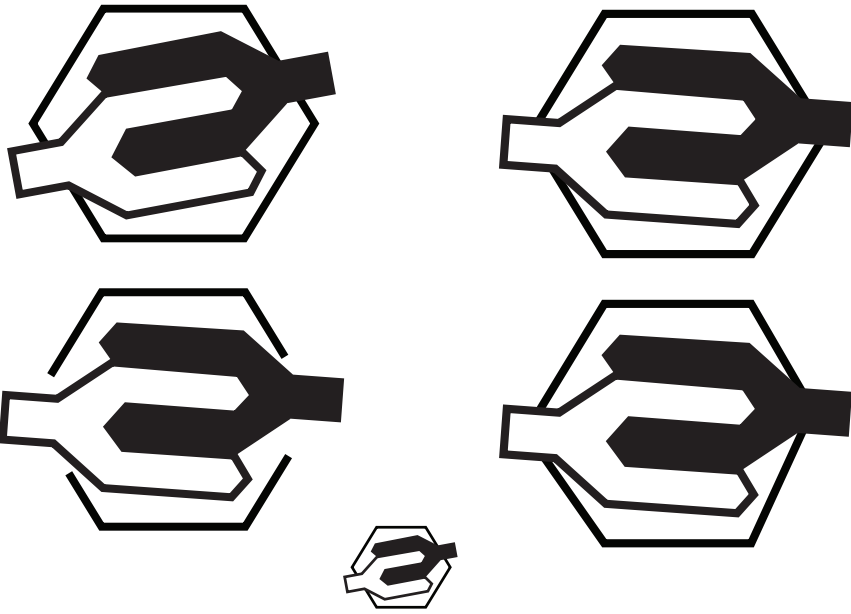


Automated
Manufacturing
Stytem Inc.

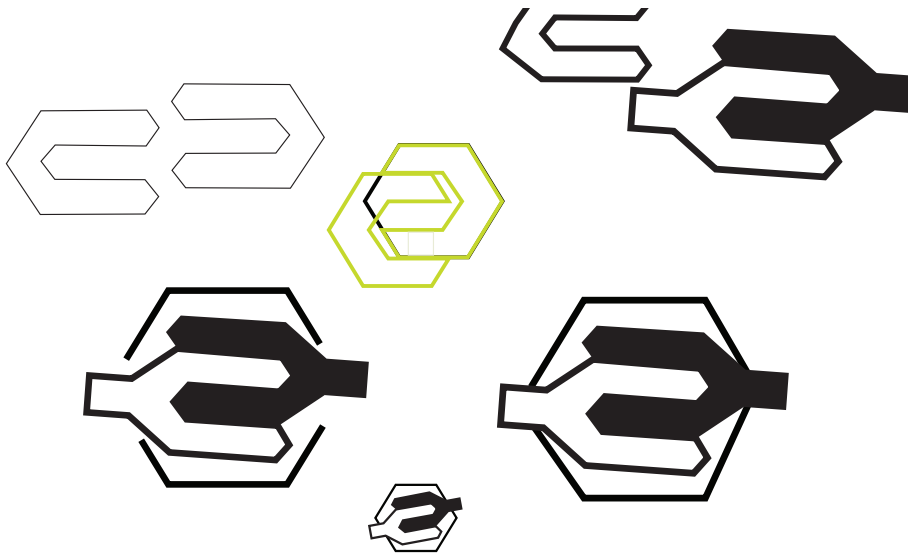
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Stytem Inc.



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"Success in business is about constantly learning and evolving.."

Creative	Intelligent
Hardworker	Productive

AGE 49
OCCUPATION Business Man
SALARY \$110,000
STATUS Single
LOCATION Canada

HOBIES

Technology	Biking
Hiking	Climbing

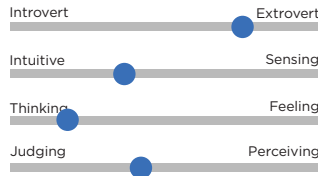
FAVORITE PRODUCTS

Honeywell	AMS
...	...

Beau Smith

Beau is a successful businessman with a passion for automation. As the owner of a manufacturing company, he has always been interested in improving efficiency and productivity, and he believes that automated systems are the key to achieving these goals. Beau has a background in engineering and technology, which has given him a deep understanding of how automated systems work and how they can be integrated into different business processes. For Beau, automation is not just about increasing profits and productivity; it is also about creating a better future for everyone. He believes that automated systems can help companies reduce their carbon footprint and minimize waste, while also providing safer and more fulfilling jobs for workers.

Personality



Goals

- Achieving financial success
- Innovation
- Expanding the business

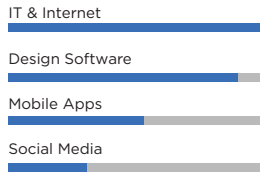
Frustrations

- Supply chain disruptions
- Legal issues
- Market challenges

Motivations



Technology



Mini Competitive Audit



Desi 231 - Jennifer Damczyk

AMS is a comprehensive automation solutions provider that offers end-to-end services to its customers of other business owners. From the initial conceptual design phase to after-sale services, they cover every aspect of the automation solution. Their approach is flexible, and they prioritize meeting the unique needs of their clients. They pride themselves on their ability to quickly develop solutions in-house or collaborate with industry leaders to tackle even the toughest technology challenges. The ultimate goal is to provide customers with a customized automation strategy that leverages the right tools to maximize the benefits of these technologies and ultimately improve their bottom line. Collaborative robots, or cobots, are designed to work alongside humans, making them an ideal solution for facilities that require a high level of interaction between people and machines. As a select member and certified system integrator for Universal Robots, they prioritize safety and ergonomics in cobots, as they offer inherent features that reduce strain and repetitive injuries in the workplace. Additionally, the cobots are equipped with easy programming and remote support, ensuring that businesses can quickly and easily integrate them into operations.

AMS currently uses a simplistic logo that consists of a wordmark and emblem. The emblem features the initials of the company within a frame that is underlined, creating a distinct and recognizable logo. The blue color within the emblem represents trust, stability, and intelligence, which aligns with the company's reputation for providing reliable and innovative solutions. The white lettering against the blue background adds a sense of contrast and clarity, making the logo stand out. The black lettering of the wordmark is tightly positioned inside the emblem, not creating a sense of balance.



FANUC is a company that is always pushing the boundaries of what is possible in automation. With a focus on increasing productivity, improving product quality, and reducing costs, FANUC's state-of-the-art facility at the foot of Mount Fuji is a testament to its commitment to innovation and excellence. It has advanced production facilities, FANUC is constantly working to improve its products and processes, and to provide the best possible solutions for its customers. And with a focus on employee well-being and satisfaction

FANUC's innovative technology has not only helped to increase productivity and reduce costs in their own production facility, but also in manufacturing and engineering companies worldwide. Their popular products, including the ROBODRILL, ROBOSHOT, have optimized industrial solutions for a wide range of applications and customers. In fact, FANUC was the first company in Japan to operate an automated factory with NC machine tools and robots, solidifying their position as leaders in the industry. FANUC uses a simple wordmark as their logo, which features a bold red font against a bright yellow background at the top of their website. However, in other parts of their website, the wordmark appears in grey. Despite its simplicity, the logo effectively represents the company and its brand.

<https://www.fanuc.eu/uk/en/>



The safety of workers is highest in any workplace, especially in industries where machines are involved. Ensuring that safety standards are met can be a frightening task, but with Emerson's expertise in machine safety, manufacturers and builders can rest assured that their production lines are designed and operated to meet today's safety challenges. Their team is well-versed in the constantly evolving safety standards, provide cost-effective solutions that not only keep workers safe, but also streamline safety systems, enhance machine functionality, and increase productivity.

Emerson's logo incorporates an abstract mark and a wordmark to create a distinctive visual identity. The abstract mark appears to be three-dimensional, with a mix of blue and grey colors, and is positioned tightly above the wordmark. This design creates a sense of imbalance for me as they are so close together, while conveying a sense of innovation and modernity that aligns with the company's brand. The abstract mark's fluid lines and dynamic shape suggest a forward-thinking approach to engineering.

<https://www.emerson.com>



Siemens and NVIDIA are teaming up to create a virtual world that has the power to solve real-world problems. By enabling the Industrial Metaverse and leveraging AI-driven digital twin technology, they are pushing industrial automation to new heights. This collaboration promises to be a game-changer in the field of industrial automation, as it will enable engineers and technicians to create virtual models of physical systems, run simulations, and predict outcomes with unprecedented accuracy. The Industrial Metaverse will allow companies to test and optimize designs before physically building them, which can lead to significant cost savings and more efficient processes. By combining Siemens' expertise in industrial automation with NVIDIA's cutting-edge AI technology, this collaboration has the potential to revolutionize the way we think about manufacturing and engineering.



Siemens uses a simple, yet effective, wordmark to represent their brand. The logo features white letters that convey a sense of simplicity and reliability, which aligns with the company's reputation as a leading manufacturer of industrial equipment and automation systems. On the other hand, NVIDIA's logo incorporates an abstract mark and a wordmark to create a visually striking identity. The abstract mark features a bright green color that suggests innovation and technological advancement, while the black letters of the wordmark convey a sense of sophistication and elegance. While the abstract mark and wordmark are positioned closely together, this design choice reinforces the company's focus on integrating cutting-edge technology with elegant design.

<https://www.emerson.com>



ABB's Robotics & Discrete Automation business offers comprehensive solutions in robotics, machine and factory automation that bring tangible value to customers across diverse industries. Their expertise in integrated automation solutions, combined with a global presence and in-depth application knowledge, enables them to deliver innovative solutions that meet the most complex challenges faced by businesses today. They place a strong emphasis on innovation, including ongoing research and development in artificial intelligence, forging strategic digital partnerships, and expanding their production and research capabilities through a \$150-million investment in a state-of-the-art robotics factory in Shanghai. With a focus on providing customized solutions that help companies achieve their goals, ABB is leading the way in the field of industrial automation.

ABB's logo features a dynamic wordmark that effectively represents the company's values and expertise. The bright red color conveys energy, passion and determination, while the white line that runs through the middle of the logo adds a sense of dynamism and movement. Additionally, the lines of white that run vertically through each letter give the logo a distinctive character and reflect the company's focus on precision and attention to detail.

<https://global.abb/group/en>



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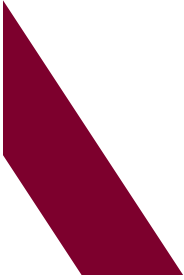
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Thank you and best wishes,

Jane Doe
Jane Doe
Public Relations



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