

AUVESY-MDT

Increasing Need for Manufacturers to Safeguard Their Production Chains Creates Another Year of Record Growth for AUVESY-MDT

The global demand for version control software in manufacturing environments has continued to grow strongly over the past year. More and more companies are increasingly focusing on business resilience and protecting production chains from costly downtime associated with threats like cyberattacks and other unexpected disasters. As a result, AUVESY-MDT has experienced significant growth for the fourth year in a row, underpinning its position as the market leader for version control software.

Landau (Germany) and Alpharetta (Georgia, USA), March 6th, 2024 – AUVESY-MDT, the global market and technology leader for versioning and backup solutions in industrial automation, has once again achieved record growth in fiscal year 2023. The figures are impressive: More than 3,000 customers worldwide rely on AUVESY-MDT's octoplant software to safeguard their production facilities, with a total growth rate of more than 45 percent in 2023 alone. At the same time, the annual growth rate in the strategically important U.S. market has quadrupled since 2020.

Since 2021, the company achieved a compound annual growth rate of over 50 percent. In 2023, the total number of customers worldwide increased to over 3,000, with the strongest growth in the U.S. market. AUVESY-MDT's management team attributes success to its strong global partner network and the close strategic cooperation between its offices in Germany, the U.S. and China. The international rollout of octoplant version control software – the best of two legacy market-leading solutions combined – also contributed significantly to the record revenues. 60 percent of annual recurring revenue now comes from octoplant subscriptions.

"In fiscal year 2023, we continued to be successful in all growth categories and were able to convince even more companies of the benefits of our solutions. We have already convinced 40 percent of our existing customers to switch to octoplant," explains Stefan Jesse, Group Chief Executive Officer of AUVESY-MDT. "Our products are utilized in many industries across the world. For more and more customers, we are an essential part of the group-wide OT security strategy and a production-critical factor in the manufacturing process. This is demonstrated by the fact that six out of ten of the world's largest manufacturing companies already secure their production chain with octoplant. We will continue to systematically expand this market position in 2024."

Quadrupled Growth in the Key U.S. Market

AUVESY-MDT is strengthening its competitive position, particularly in the important markets of North, Central and South America (AMER). Its annual growth rate has quadrupled since 2020, making the company the main player in the U.S. market. This significant growth can be attributed largely to the acquisition of a new customer: one of the three largest logistics companies in the world that plans to implement octoplant at 200 sites. Implementing octoplant will ensure the continuity of business processes in the logistics centers where millions of packages are processed globally. In the event of an unplanned outage, automated backups of the industrial control systems allow the correct configurations and project statuses of the entire conveyor system to be quickly restored.

For Will Draper, Group Chief Revenue Officer of AUVESY-MDT, this landmark deal is a reflection of team performance: "This success is not only due to the size of the project, but above all to the power

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of collaboration. Thanks to the close cooperation between several sites and partners, we won this top player in logistics."

Scaling International Sales and Marketing Activities

Another important component of international sales is the expansion of the partner network: "We are now working together with more than 100 partners worldwide to promote octoplant," explains Alexander Seibel, Vice President of Global Channels at AUVESY-MDT. "In more than 50 countries, local representatives are available to answer customers' questions about octoplant. The scaling of all sales and marketing activities is therefore bearing fruit internationally."

Another milestone for the AUVESY-MDT team: the successful rollout of octoplant, which is version control software for manufacturers that supports more devices than any other solution in the industry, including PLCs, HMIs and robots from different vendors. A large number of users have already migrated from legacy market-leading solutions AutoSave and versiondog to octoplant, which brings the best of the predecessors into one powerful tool. Due to the high adoption rate of octoplant, AUVESY-MDT has announced that development and support for both products will be discontinued by the end of 2025.

The results of a 2023 customer survey underpin the important role AUVESY-MDT plays for business continuity. According to the respondents, heterogeneous shopfloors remain a major challenge. The increasing number of devices, some very old, and the growing number of legal backup obligations have heightened the need for a reliable backup process. About 40 percent of all users use a backup at least once a month to restore configurations or project statuses after unplanned outages. In the automotive sector, this figure rises to 64 percent of customers. On average, users save 12 to 13 hours of unplanned downtime per year at an average cost of approximately \$380,000 per hour.

About AUVESY-MDT

AUVESY-MDT is the global technology leader for versioning and backup solutions in industrial automation. With octoplant software, the company secures the automation of production processes through strong end-point management. octoplant consistently records and monitors changes to configurations, programming and project statuses in production. This minimizes downtime, increases efficiency, improves quality and safety standards, and saves costs and resources. As a modular solution, octoplant can be linked to different automation technologies and devices, regardless of the manufacturer.

AUVESY-MDT was formed in 2022 after the merger of two established market leaders, AUVESY GmbH and MDT Software Inc. The company is headquartered in Landau, Pfalz, Germany, with additional locations in the U.S. and China. The company works with more than 100 partners on all continents and serves over 3,000 customers worldwide.

More Information at: auvesy-mdt.com

Press Contact Germany:

AUVESY GmbH
Kristina Gehrlein
Marketing Manager / Public Relations
Phone: +49 6341 6810-455
Email: Kristina.Gehrlein@auvesy-mdt.com