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Feihe Dairy to digitalize complete value chain with Siemens

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Siemens PLM Software and Heilongjiang Feihe Dairy Co., Ltd. have signed a strategic agreement focusing on the digitalization of Feihe Dairyâ??s research and development, simulation and testing, as well as quality monitoring, supply chain management and production execution. With Siemensâ?? leading digital innovation platform and industry expertise, this cooperation can help Feihe Dairy to realize its digitalization strategy and set a benchmark for digital innovation in the Chinese dairy industry.



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"Siemens PLM Software is a trusted leader in the field of digital manufacturing. In fact, our Kedong factory started cooperating with Siemens PLM Software last year in the deployment of a manufacturing execution system." said Feng Hailong, CIO of Feihe Dairy Group. "Siemens PLM Software has a forward-looking strategy and global experience that best supports our goals and vision, as well as those of the entire Chinese dairy industry. We trust Siemens PLM Software to help us overcome the challenges in the journey to digital transformation."

Feihe Dairy faces many challenges in looking to transform their business model, including the areas of new product research and development, quality control, data transparency, production efficiency, and overseas acquisitions management. To address these, Feihe Dairy has achieved the whole process of control from pasture planting, large scale dairy farming, to production and processing, logistics and warehousing, channel management, and even after-sales service. It can further improve the ability of product research and development control, strengthening the construction of enterprise digital capability. After careful consideration, Feihe Dairy has selected Siemens PLM Software for its end-to-end digital innovation strategy, and its ability to integrate multiple aspects and systems to fully support the transformation to digitalization, including enterprise resource planning, product lifecycle management, manufacturing execution systems and automation. In addition, the embedded quality (LIMS) and advanced planning and scheduling (APS) functionality of Siemensâ?? offering were also seen as key differentiators.