

Startup Presentation

Aichi Landing Pad 2024

10 Tulip Interfaces



TULIP

Ayana Reiner





Tulip

チューリップ



Tulip Overview for Manufacturing

2024



Every manufacturing operation is both:

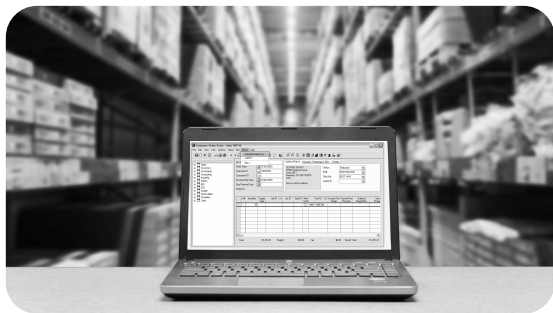
Unique

Every operation is different and has unique needs. Off the shelf solutions are insufficient.

Dynamic

Operations are constantly evolving in response to market demands and as new efficiencies are unlocked.

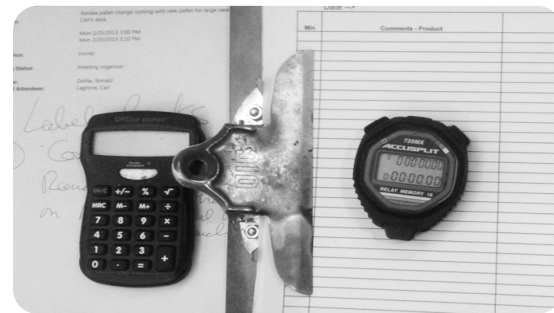
Tools available to manufacturers **fail to address this reality.**



Legacy Systems



Point Solutions

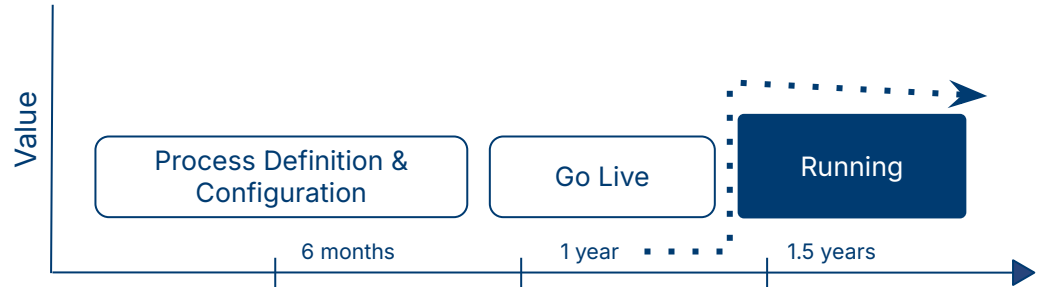


Paper Processes

A composable approach means **value in weeks, not years**

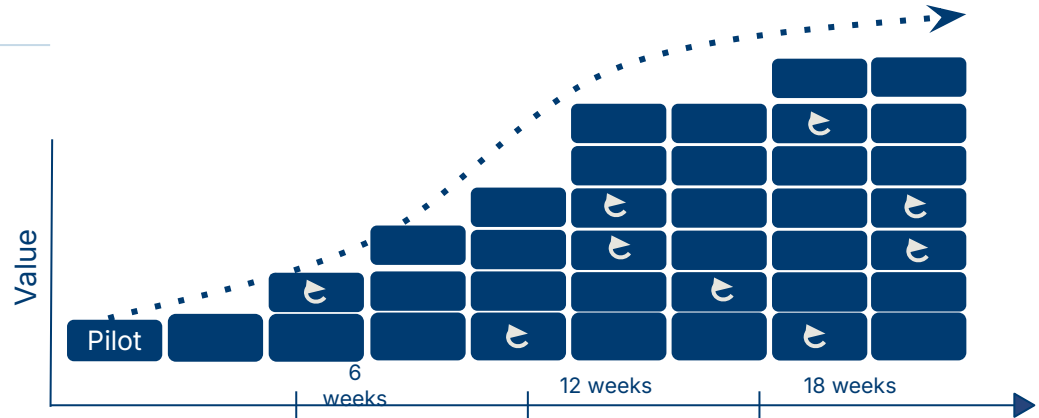
Monolithic System

- High-risk solution
- All-or-nothing
- Delayed value
- Declines over time



Composable System

- Low-risk solution
- Gradual growth
- Immediate value
- Continuously improves



To realize value fast, use the **agile approach to focus on a targeted pilot** in one area

Traditional “waterfall” project delivery



“It’s a big project with a long timeline, let’s make sure we know all our operational needs and solve them with deploying the system”

Rapid agile approach

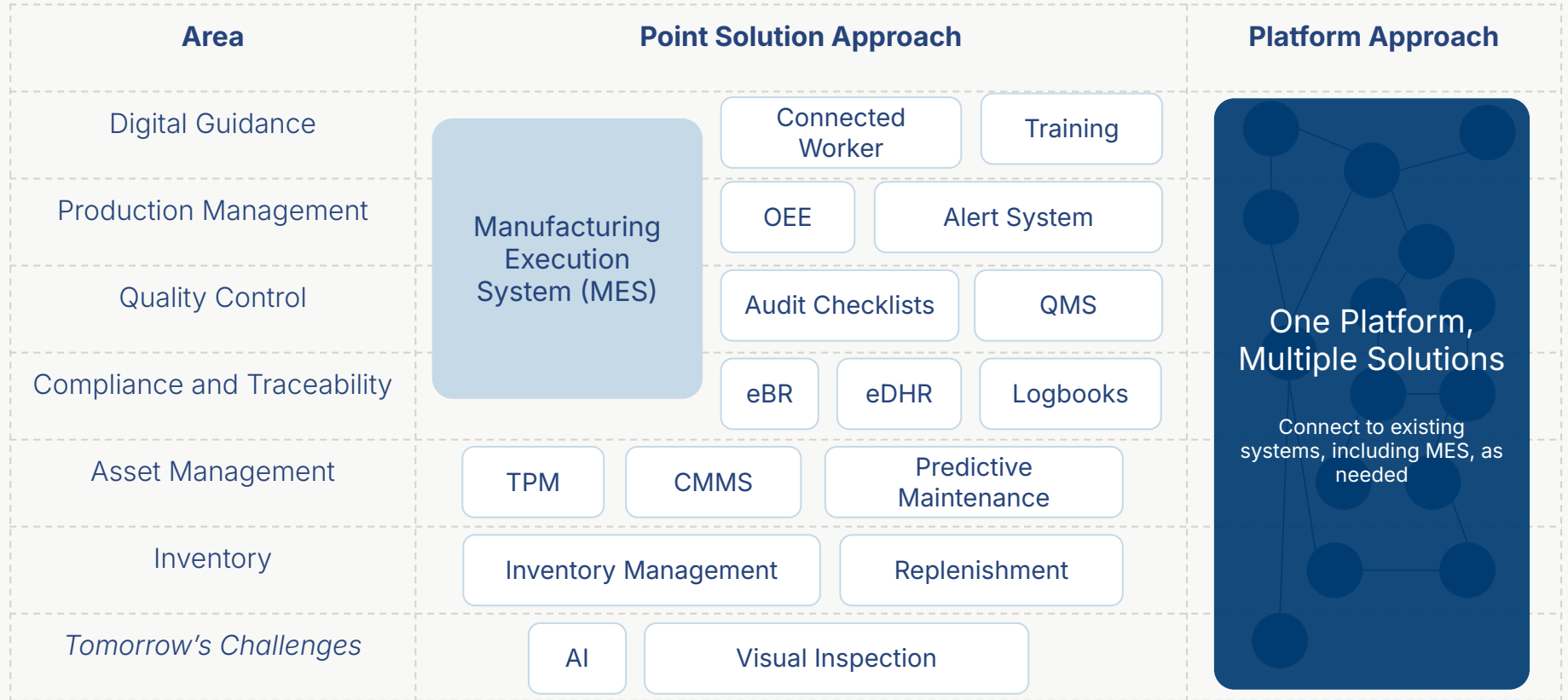


“Let’s focus on the core issue and deliver value fast.”

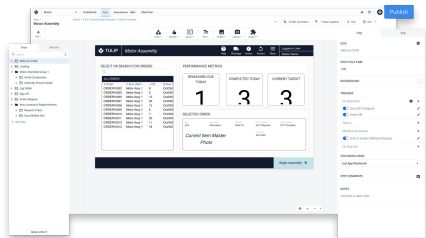


Then, we’ll iterate based on feedback, updated priorities and learnings.”

A platform approach avoids the sprawl of multiple point solutions



Tulip's platform consists of four main components

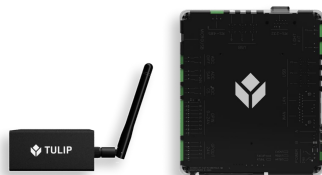


Web-Based Editor

Add logic to your operations without writing any code — using our apps editor, you can make simple work of complex applications.

Display apps with the Tulip Player.

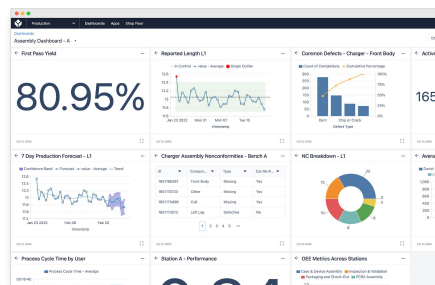
Translate apps, or add AI to your apps in minutes.



Powerful Connectivity

Connecting all of your devices, sensors, and machines to Tulip with OPC UA and MQTT or with our Edge Devices.

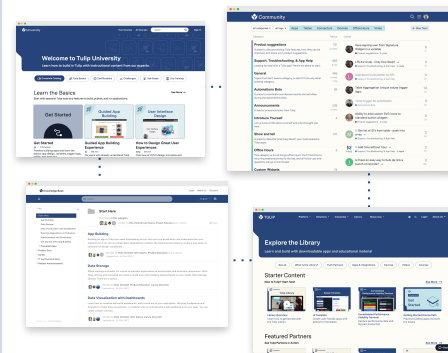
Integrate APIs and systems you already use with Tulip's Connector Framework.



Real-Time Analytics

Create and share analytics and dashboards from your process data to measure, monitor, and make decisions in real-time.

Take action on your insights with native machine learning and alerting.



World-Class Ecosystem

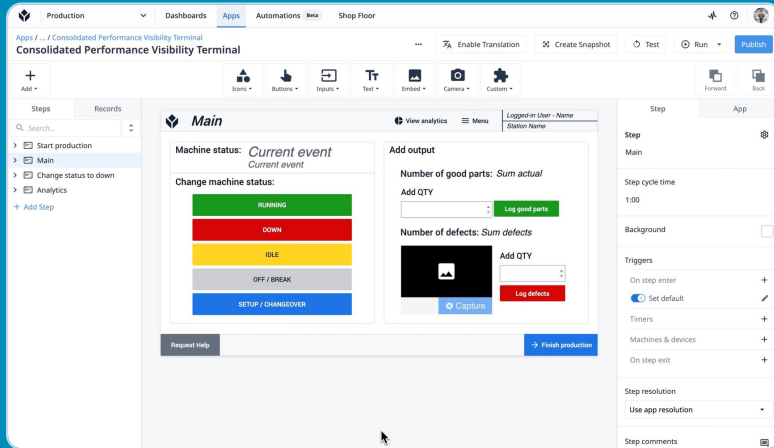
Download apps and connectors from the Tulip Library. Learn from free online courses on Tulip University. Connect with Technology Partners.

Chat with experienced users and staff on Tulip Community.

Empower engineers on the frontline of operations to create powerful solutions

Connected Apps to Power Operations

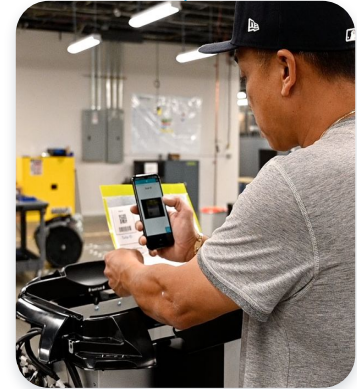
Create, deploy, collect, and analyze —
without writing a line of code



Frontline Feedback



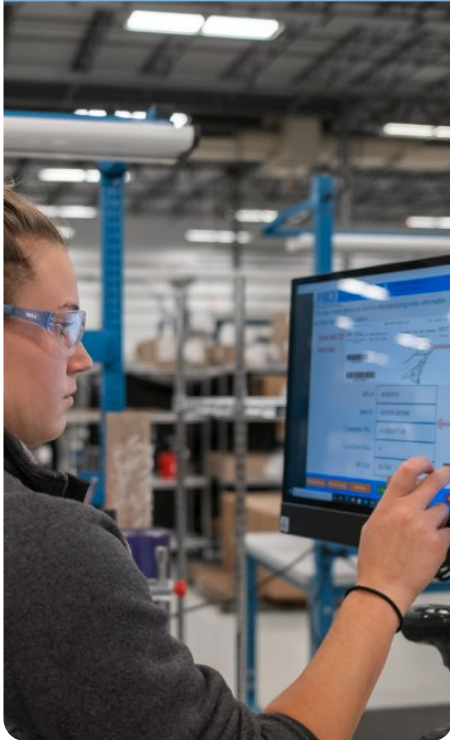
Real-Time Process Data



Continuous Improvement

Run Tulip apps on interfaces you already use:

Computers



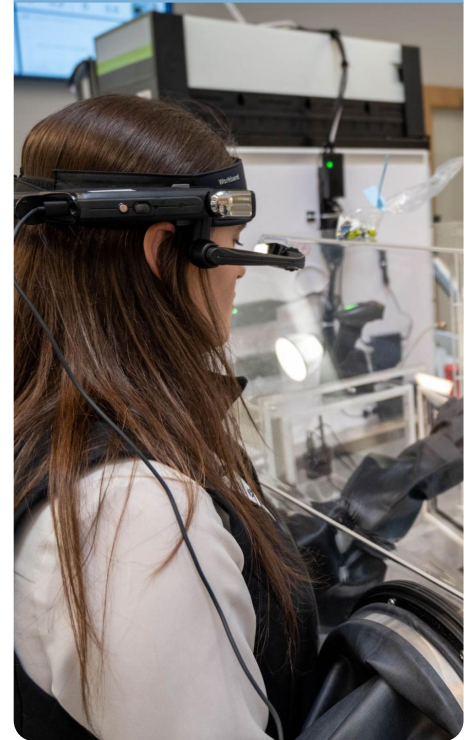
Mobile Phones & Tablets



Machines



Wearable Devices



The Toyota style is not to create results by working hard. It is a system that says **there is no limit to people's creativity.**

People don't go to Toyota to 'work' they go there to 'think'.

— Taiichi Ohno

Industrial Engineer,
Creator of **Toyota Production System**



2014

Founded out of
MIT Media Lab.



Boston

HQ, with offices in
Munich, Singapore
and Budapest.

300

+
Employees.
(and growing!)

Industries



Pharma



CPG



A&D



Automotive



Heavy Industry



High-Tech



Medical Devices

Customers

800+

Customer sites
(and growing!)



StanleyBlack&Decker



DMG MORI



Thought Leadership

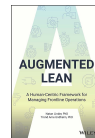
Gartner

Tulip named a **Challenger** in the **2023 Gartner® Magic Quadrant™** for third time.

FORRESTER

Tulip named a **Strong Performer** in **Forrester's 2024 Wave for Low Code Platforms for Citizen Developers**.

Tulip CEO co-authored **Augmented Lean** book and transformation framework.



Alliances and Partners



McKinsey
& Company



60+

Implementation and
GTM Partners

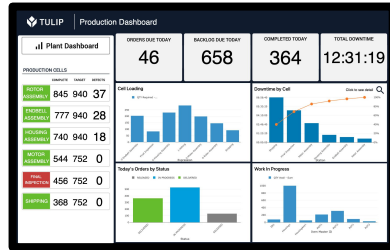
20+

Countries Across
the Globe

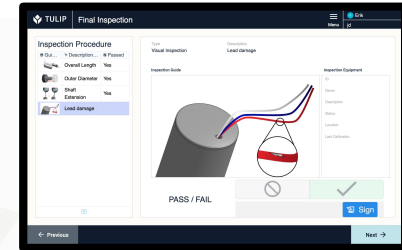


Cognizant

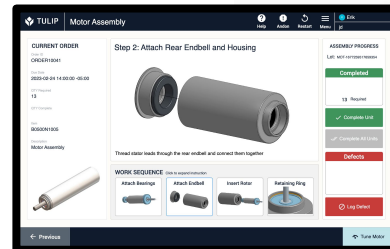
Get value fast by focusing on the most pressing challenges in your operations



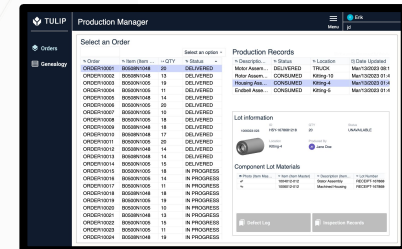
Production Management



Quality



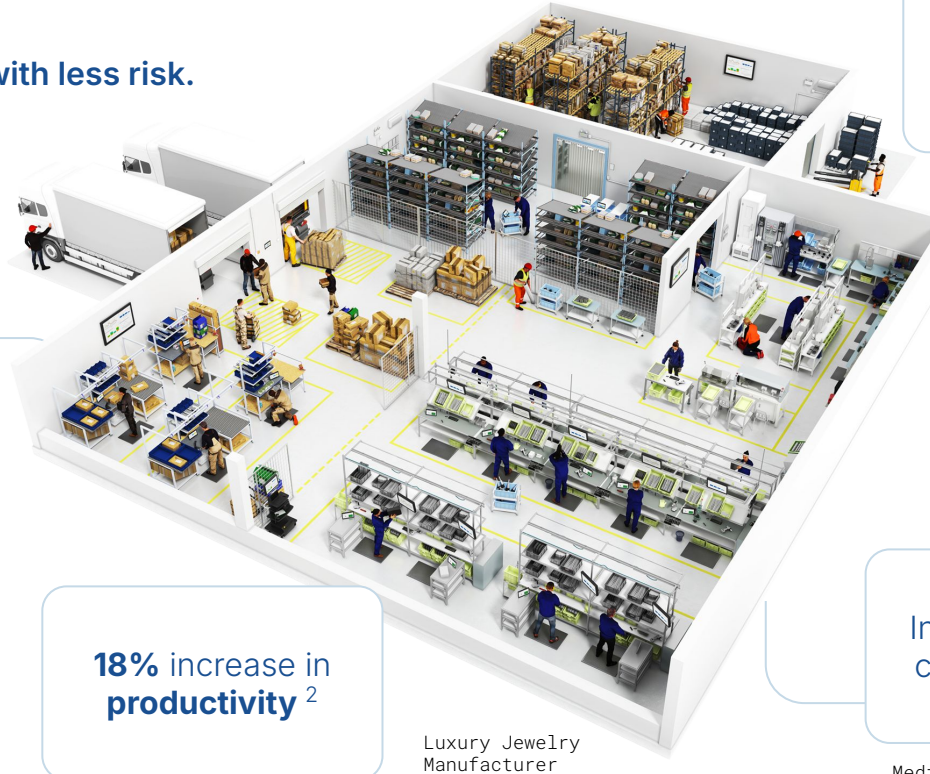
Digital Guidance



Traceability and Compliance

Manufacturers who embrace this new approach **see value fast**

– and at a lower cost and with less risk.



6-month reduction in
training time¹

Electronics Manufacturer

62% reduction in
errors, 20% increase in
production

DMG MORI

Increased production
capacity **40 to 45%**¹

Medical Device Manufacturer

70% reduction
in **defects** in
finished goods¹

Medical Device Manufacturer

18% increase in
productivity²

Luxury Jewelry
Manufacturer

1) Forrester Consulting. Total Economic Impact of Tulip. 2023

Get value fast by focusing on the most pressing challenges in your operations

Digital Guidance

Digital Work Instructions

Kitting

Operator Training

Pack & Ship

Quality

Defect and Nonconformance Management

Rework Management

Scrap Tracking

Quality Inspection

AI-powered Quality Inspection

Production Management

Production Tracking

Tier Dashboards

Downtime Tracking

Hourly Production Scorecards

Alarm and Event Management

Andon Systems

Labor Tracking

Digital Traveler

Safety Checklists

Order Dispatch

Daily Management Board

Resource Management

Traceability & Compliance

Genealogy/ Traceability

Process Audits

Tool Tracking

Batch, Lot, and Material Release

Batch Records

Device History Records

Logbooks

Line Clearance

Weigh & Dispense

Inventory

Replenishment

Inventory Management

Material Management

Visual Management

Maintenance

Equipment Maintenance

Markets



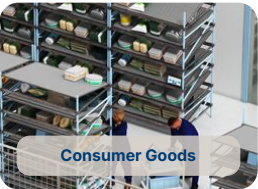
Industrial Equipment



Pharma & Biotech



Automotive



Consumer Goods



Electronics



Medical Devices

Use Cases



Quality Inspection



Production Visibility



Equipment Management



Equipment Logbooks



Digital Guidance



GxP Documentation



Inventory Management



Defect Tracking



Traceability & Genealogy



Production Tracking



Continuous Improvement

Ecosystem



Community



University



Library



Knowledge Base



Technology Partners

Platform

Core Features



App Editor



Tables



Analytics



Edge HW



Connectors



AI



Automations



Vision



Machine Monitoring

Enterprise Features



Approval / GxP



Workspaces



SAML/LDAP



Custom Widgets



Node-RED



API

Developer Features

IT / OT

IaaS

Automation



WMS



LIMS



MES



Public Cloud



Gov Cloud



Robotics



Smart Tools





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