

# Introducing...

[www.aiscorp.com](http://www.aiscorp.com)

We interview Daniel Walls, the new European Managing Director of Aegis Industrial Software, MYDATA's strategic partner for MES installations. What are his key objectives in his new role, and how will MYDATA customers benefit?

**MYSMTnews:**

**You became European MD for Aegis in November 2006; what were you doing before that?**

**Daniel Walls:**

For the last ten years, I've been working with Aegis in the USA. In fact, I was one of the first Aegis employees, so I've seen every stage of the company's development and I've helped to shape that development. For the last two years, I was Chief Operations Officer in the USA, which meant that I was responsible for service and support, as well as for the financial and administrative aspects of our US operations.

**MYSMTnews:**

**What made you decide to come to Europe?**

**Daniel Walls:**

The most direct answer is that I was asked! Aegis sees Europe as a hugely important market with enormous potential for growth. Because of this, the Board of Directors wanted someone in Europe who knew the Aegis organisation inside out, and who would ensure that, no matter how fast the European operation expanded, it would always offer the same high levels of customer service and support that have underpinned our success in the USA.

For me personally, the attraction is to take an operation which is already successful – in conjunction with MYDATA we have, for example, sold two full MES installations in the last quarter – and to build on that success. I believe that our products provide the ideal foundation for this, as they're perfectly suited for the type of short-run work that predominates in Europe.



**AEGIS**

The Digital Mind of Manufacturing™

# Daniel Walls

Managing Director - Aegis Europe



## **MYSMTnews:**

**Do you have any immediate plans for the European operation?**

## **Daniel Walls:**

As I already mentioned, we're now starting to sell full MES installations in Europe, whereas previously most of our sales were for machine-related programs and documentation solutions. My first task is to strengthen our team so that we continue to provide solid support for our customers as more and more of these larger installations come on line.

Naturally, I'll be working hard on the sales front, and also using my contacts at Aegis headquarters in the USA to ensure that details of special requirements for our European customers get the full – and speedy – attention of our development department!

## **MYSMTnews:**

**What specifically does all of this mean for MYDATA customers?**

## **Daniel Walls:**

Although we're confident that MYDATA customers who use Aegis products are already receiving excellent service from us, they will see this service get even better in future. Those MYDATA customers who are in the process of implementing one of our MES installations, or are thinking of purchasing one can also now be confident that we will provide the level of support appropriate to such a large and important investment.

Finally, I think it's worth mentioning that by appointing me – one of the company's longest serving and most senior employees – as European Managing Director, Aegis has confirmed its total commitment to the European market. We believe in Europe, and we're here for the long term. ■

## **Enquiries:**

*[dwalls@aiscorp.com](mailto:dwalls@aiscorp.com)*