
Six Reasons Why OEMs Should Invest in Custom PLCs: Improving Brand and Profitability

Are you an original equipment manufacturer (OEM) looking to improve margins, increase customer loyalty, and beat competitors? Designing custom PLCs can be a worthwhile investment for these six reasons:

- (1) **Improve your product:** Custom PLCs can be most highly optimized to match the form factor of the machine OEM (size, connections, orientation)
- (2) **Improve your corporate image:** Owning your own private-labeled PLC design increases barriers to competition and enhances your corporate image.
- (3) **Get to market more quickly:** By tailoring your PLC directly to your needs, you can simplify and standardize your machine control designs, which allows faster turnaround and reduced time to market
- (4) **Reduce supplier uncertainty:** Having your own custom PLC gives you greater control over when and how to change your product design. You no longer have to worry about end-of-life announcements by your PLC manufacturer or unnecessary upgrades.
- (5) **Save costs and time:** By eliminating unused standard PLC features and incorporating field-ready wiring terminals, you can significantly reduce wiring *and* labor costs, thereby increasing throughput.
- (6) **Reduce troubleshooting:** A tailored, simplified PLC design makes machine maintenance easier, reducing the training required for new designers or maintenance technicians and minimizing design and maintenance errors.

Traditionally, these benefits of PLC customization have not been available to smaller OEMs due to the formidable cost of software and hardware development required to produce a reliable custom PLC. However, with the introduction of SmartTILE™ - a network-ready “brain board” that also runs on TRi’s own established F-series Super PLC, even OEMs who use less than 100 units per year may now find it economically feasible to build their own custom PLCs. OEMs with scalable volume will no doubt enjoy all the benefits of having their own controllers.

For OEMs who do not have the resources or time to design their custom PLC hardware, do note that TRi also provides a supplementary design service to help design a complete PLC to specifications. It is now time to think if you can also benefit from having your own PLC that is designed to best fit your application!