



# FIT FOR THE DIGITAL FUTURE

The LAPP e-learning modules on industrial data communication are not just for employees, they are also available to customers and partners.

LAPP makes its employees experts and also supports its customers in finding their way through the jungle of technologies and protocols. An extensive range of programmes has been set up including webinars, traditional face-to-face training sessions, boot camps and a certified two-year programme specially developed for global experts in industrial data communication in the LAPP Group.

## Perspective in industrial communication

The trend towards networked smart factories is providing new challenges for many different groups of users – from electrical installation engineers to factory planners and operators. The LAPP qualification initiative includes different programmes depending on the complexity of the challenge. At the same time, the requirements for LAPP employees are changing: New opportunities and increasing complexity mean that LAPP customers are looking for more intensive and in-depth advice. LAPP's aim is to enable its sales employees to accurately analyse customers' needs and help them find integrated, consistent solutions. To achieve this, they need a much higher level of technological and system knowledge than before, particularly when it comes to industrial data communication. Giving them this specialist knowledge in a contemporary, appealing and efficient way is one of the main aims of the industrial data communication qualification initia-

## Industry 4.0

The umbrella term refers to intelligent networking of machines and processes in industry. People often talk about the fourth industrial revolution.

## Fieldbus

Fieldbus is a networking method to connect actuators and sensors, for example in complex machines in manufacturing technology.

## Ethernet

An Ethernet connection enables data to be transferred from one device to another in a closed network.

At LAPP. "Many of our customers are speaking to us about the issue of industrial data communication and the associated challenges. Therefore, it is essential to make sure our employees and customers are continuously kept up to date on the issue", says Georg Stawowy, the Lapp Holding AG Board Member responsible for Technology and Innovation.

The focus is on understanding the challenges that could arise in specific applications and providing professional advice as early as possible. Because of the number of participants involved it was clear that: "Holding face-to-face courses with a trainer for thousands of employees on various continents is not a viable solution – especially as we also wanted to involve customers", says Dr. Hilmar Döring, Member of the Board responsible for Human Resources and Organisational Development. "It doesn't make sense logistically. It would take too long and doesn't match our idea of how knowledge is best communicated these days." As a result, LAPP is using e-learning for the basics, with learning modules on topics including "Principles of automation", "Automation components", "Fieldbus" and "Ethernet". LAPP developed the e-learning modules in cooperation with the Fraunhofer Institute for embedded systems and communication technology. ■

All modules are available in ten languages. They can be found online at: <https://lappgroup.knowhow.de/modules-en.html>