

## PRESS RELEASE

### The European edition of the “Automotive Cost Engineering” Conference is gearing up for its second event

The main sponsor FACTON will be discussing artificial intelligence in cost management and organizing a networking evening to promote personal exchange between experts.

**Potsdam, March 19, 2019 – Potsdam-based Enterprise Product Costing (EPC) software manufacturer FACTON is once again the main sponsor of the European “Automotive Cost Engineering” conference. The event will take place from May 21–22, 2019 at the Grand Hotel Westin in Frankfurt, Germany. FACTON is not only an exhibitor there, the company is also organizing the networking event. Moreover, CEO Alexander M. Swoboda will be delivering a keynote speech on the topic of “Artificial Intelligence in Product Cost Management”. Rüdiger Stern, VP Professional Services at FACTON, will moderate the event.**

Following its successful launch in Detroit, USA in 2017 and Munich, Germany in 2018, the “Automotive Cost Engineering” conference will continue with its successful format in Europe on May 21 and 22, 2019 at the Grand Westin Hotel in Frankfurt. FACTON is the main sponsor of the conference series. The event brings together cost experts from the entire automotive supply chain to share best practices and promote a culture of transparency between suppliers and customers. FACTON is making its contribution by organizing the get-together that will be held on the first evening of the event. Participants are encouraged to share their experience and network in a casual atmosphere.

“We are currently experiencing exciting times in the automotive industry: Electrification, autonomous driving and digitization are just a few of the key topics shaping the industry. Pair this with the volatile economic and political environment on the global market – and these are some very tumultuous times indeed. This is why it is important for us to use this event to promote a platform that enables participants to exchange ideas and information across national borders,” says Alexander M. Swoboda, CEO of FACTON GmbH. “After all: The only way to find answers to these challenges is to work together.”

In his keynote Alexander M. Swoboda will shed light on the topic of “Predictive Costing”, i.e. possible applications for artificial intelligence in product cost management. “I have been discussing Predictive Costing with a variety of different groups for a while now. But in the end, everyone agrees: Not only will we be able to use AI in the future to complete existing tasks more efficiently, we will also uncover

entirely new solution paths that had been unfeasible or even inconceivable until now,” Swoboda adds.

Interested companies that reserve their spots at the event through FACTON receive a 30 percent discount on attendance fees to the “Automotive Cost Engineering” conference. You will find the entire program for the two-day conference along with a link to register for the event at <https://www.factoron.com/events/automotive-cost-engineering-europe-2019>

Note to editors: Alexander M. Swoboda will be available on site for discussions with accredited journalists. To arrange an appointment please contact us by sending an e-mail to [factoron@vibrio.de](mailto:factoron@vibrio.de).

#### **About FACTON GmbH**

The FACTON EPC Suite is the leading Enterprise Product Costing (EPC) solution for the automotive, aerospace, mechanical engineering and electronics industries. Its specific solutions offer robust answers to the requirements of executive management and individual departments within the enterprise. FACTON EPC enables standardized, enterprise-wide costing independent of location and department for maximum product cost transparency throughout every phase of the product life cycle. Businesses accelerate their costing, achieve pinpoint cost accuracy and secure their profitability.

FACTON GmbH was founded in 1998 and has locations in Potsdam, Dresden, Stuttgart and Detroit. Hasso Plattner, founder and chairman of the supervisory board of SAP SE & Co. KG, has supported this innovative company since 2006. The international portfolio of customers includes Airbus, Mahle Behr, Deutz, MANN+HUMMEL, Porsche, Ford Motor Company and other renowned OEMs.

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