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Rethinking digitalisation

From live data to the future version: greater efficiency with digital solutions from Festo

Today, every machine must be analysable in a standardised way - regardless of manufacturer or control system. Festo offers a broad portfolio of software and digital services for this purpose: from hardware-independent applications to device-related functions and apps through to digital twins.

"We support our customers holistically along the entire value creation process," explains Frank Notz, Chief Sales Officer at Festo. With a valid database, processes can be optimised and predictive maintenance and seamless integration into higher-level systems can be implemented. From digital twins and the efficient creation of circuit diagrams to design tools for maximising energy savings, almost anything is possible with Festo. "This helps developers, purchasers and maintenance personnel to select the optimum solution and achieve savings of up to 80 %," says Frank Notz. The tools of choice are correctly dimensioning drives and using AI-supported monitoring solutions.

Optimisation and efficiency thanks to AI and digital engineering

With the System Configurator, AX control integration and improved digital engineering tools, automation projects can be planned and implemented more efficiently. Smartenance and Motion Insights improve performance and operating times, while AI-driven software, digital twins and the Asset Administration Shell (AAS) increase planning accuracy and efficiency.

The use of AI makes it possible,

- perform predictive maintenance to reduce downtime by up to 25%
- ensure product quality (predictive quality) and thus reduce rejects by up to 20%
- Utilise resources more efficiently (predictive energy) by reducing leaks by up to 65%

Chatbot finds answers quickly

Festo's virtual assistant makes work much easier for customers. In a matter of seconds, this chatbot, based on artificial intelligence, helps to conduct technical support conversations in a human-like manner and find answers to questions such as:

- Festo products and product recommendations, their dimensioning parameters, specifications, material properties or electrical characteristics
- Installation, assembly and maintenance including hardware and firmware settings
- Manuals and technical documentation as well as safety protocols and industry standards
- Information on troubleshooting and technical support

Sustainability and circular economy: Push through AI

Festo combines digitalisation with sustainability: the Product Carbon Footprint (PCF) allows CO₂ emissions to be displayed transparently. Repair kits for numerous products enable CO₂ savings of up to 90% compared to replacing entire components. The comprehensive data is bundled in the Smartenance software and utilised for the circular economy and operations via enriched digital twins. Sustainability and digitalisation - a perfect match for Festo's anniversary year, in which the company is celebrating 100 years of innovation in automation technology.

Press Images



Digitalisation at Festo

From digital twins and the efficient creation of circuit diagrams to design tools for maximum energy savings, almost anything is possible with Festo.

About Festo

Festo is a global player and an independent family-owned company with headquarters in Esslingen am Neckar, Germany. Festo has set standards in industrial automation technology and technical education ever since its establishment, thereby making a contribution to sustainable development of the environment, the economy and society. The company supplies pneumatic and electrical automation technology to 300,000 customers of factory and process automation in over 35 industries. Digitalization, AI and the LifeTech sector with medical technology and laboratory automation are becoming increasingly important. The products and services are available in 176 countries. With about 20,600 employees in over 250 branch offices in around 60 countries worldwide, Festo achieved a turnover of around €3.33 billion in 2025. More than 8% of this turnover is invested in research and development. In this learning company, 1.5 % of turnover is invested in basic and further training. Festo Didactic SE is a leading provider of technical education and training and offers its customers worldwide comprehensive digital and physical learning solutions in the industrial environment.