Kicker:

Murrelektronik creates a digital hub with 'My Murrelektronik'

Headline:

***Save time finding instead of wasting it searching***

Teaser:

**Murrelektronik is one of the leading companies in automation technology and covers a wide range of products. The range currently comprises almost 95,000 different products. In order to provide customers with even faster and easier access to all the information available on this wide range of products, Murrelektronik is now offering a new, AI-based product and document search. Developed in collaboration with elunic, it is just one of the many useful features offered by 'My Murrelektronik' – the digital hub for all the company's information and digital services.**

Text:

Making industrial automation as **simple, seamless and cost-efficient as possible** with smart solutions: that is the DNA of **Murrelektronik.**

To ensure that customers can easily access all the information available on these solutions with ease, the company now offers a **new,** **AI-based product and document search, your digital assistant** **called ‘Murrphy’.** The provision of documents has also been smartly solved – with a viewer integrated into the browser.

At the heart of this new offering is a **Large Language Model (LLM)** – the form of **artificial intelligence (AI)** designed to generate text-based content. This LLM analyses **all stored documents in a matter of seconds** and delivers the desired results. To achieve this, Murrelektronik has optimized the entire technical framework around this LLM, such as the database containing the document content, through intensive fine-tuning.

So instead of tediously searching for specific data such as performance values or protection classes for each product, all you have to do is type a question into the ‘Murrphy’ chatbot – and it will instantly return the answer, along with a link to the relevant source where the answer can be found.

This link then takes the user directly to the relevant part of the document, without them having to download and open the file themselves. **In this way, the user can quickly and easily find out everything they need to know about the product in question – and immediately see whether the information found by 'Murrphy' already answers their questions comprehensively, or whether they would rather send the chatbot on a more detailed search.**

**All in one place**

**Quick and easy are good keywords:** The AI-based product search has it’s technical home on **'My Murrelektronik'** – the digital hub that **Murrelektronik** is currently building together with **elunic AG**, a company from Munich specializing in Industry 4.0.

As a leading provider of IIoT and AI solutions in mechanical engineering, elunic develops user-friendly platforms and integrates intelligent AI agents that deliver real value and measurable ROI to companies today, making the smart industry of tomorrow a reality today.

The best example of this is our new platform, that will enable customers in the future to access **all of the company's available information** **and digital services** in one place, as well as important help functions such as FAQs and for direct contact with the company.

For example, 'My Murrelektronik' will be the technical home of uKonn-X, the intelligent digital pilot that makes machine installation and commissioning in the field a breeze.

Why not try it out right now? Contact us at our booth 325 in hall 9 to gain access to the beta version of the new digital platform **'My Murrelektronik'.**

Picture:

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| Find quickly instead of searching long:  **Murrelektronik** is currently building **'My Murrelektronik'**, a **centralized digital platform** that will provide **all available information and digital services** from the company in the future. |  |

**About Murrelektronik:**

Making industrial automation as simple, seamless and cost-efficient as possible with smart solutions: Murrelektronik is the forerunner in decentralized electrical automation technology and has become, based on this DNA, the leading company in this field. Murrelektronik's solutions bring signals, data and power close to the process, eliminating the need for control cabinets. For almost 50 years, more and more customers worldwide from all manufacturing industries have placed their trust in this special expertise. Headquartered in Oppenweiler, Germany, the successful family-owned company has an extensive network of over 3,200 experts in more than 50 countries. With several global production and logistics locations, Murrelektronik is close to its customers to solve their diverse challenges quickly and smartly. The company has continued to expand its portfolio and covers a wide range – from connectors to I/O systems, power supplies and network technology up to the fast and easy installable, modular complete solution for cabinet-free automation, called Vario-X. As part of the plug and play mindset, Murrelektronik also offers holistic digital services supporting installation, commissioning and maintenance. Learn more here: [www.murrelektronik.com](http://www.murrelektronik.com)

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