

# Turbo Charge Industry 4.0 Via API Integration

written by Lauri Moon | March 11, 2019

In spite of the vast number of technologies involved, an Industry 4.0 transformation is about a single, fundamental strategy: connecting manufacturing business processes via application integration. Featuring details about use cases, as identified by recent research conducted by Informa/*IndustryWeek*, this webinar brings into focus how the various technologies — such as Data Analytics, Industrial IoT, Artificial Intelligence, Machine Learning, Advance Robotics, AR/VR, Cybersecurity, Additive Manufacturing, and Simulation—in various combinations facilitate connectivity between vital business processes to drive competitive advantage.

By understanding Industry 4.0 through this lens, business leaders will more easily identify where and how to leverage these technologies to improve every aspect of their business from sales and marketing, to product development and production, to delivery and field service.

## Speakers

 **Patricia Panchak, President and Editor, Panchak Media, Inc.**

Patricia Panchak, president and editor of Panchak Media, Inc., brings 25 years of researching world-class leadership strategies to help executives leverage the power of strategies created at the intersection of three powerful forces—digital technologies, lean management principles, and engaged employees. While each approach can be leveraged individually to create a disruptive competitive advantage, together, they become an unbeatable force. As the former editor-in-chief of *IndustryWeek*, Panchak is a widely recognized authority on business management and leadership issues. Through extensive research, she provides a window into the best practices of world-class organizations and provides the knowledge companies need to put the challenge of global competition in perspective. She guides companies to understand not only what's possible but what is necessary to drive their business forward.

 **Shekar Hariharan, VP of Product Marketing, Jitterbit**

Shekar Hariharan is the VP of Product Marketing at Jitterbit, responsible for driving company's positioning, messaging, and content. Prior to Jitterbit, Shekar spent over 14 years at Oracle where he led various leadership roles in Quality Engineering, Solutions Management and Product Marketing. He played a pivotal role in creating various industry solutions for mid-market companies. He also played a pivotal role in creating a global ecosystem of over 140 certified partners, training them from selling and implementing pre-built solutions, which bundled ERP, CRM, Supply Chain and HCM applications, and helped customers achieve rapid time to market. He also spent a year as a Director of Product Marketing at SugarCRM prior to joining Jitterbit. Shekar holds a bachelor's degree in Mechanical Engineering (MSRIT, India) and Master's degree in Industrial Engineering (LSU). He also holds an Executive MBA from UCLA, Anderson School of Management.

 **Kerrie Jordan, Sr. Manager Product Marketing, Epicor Software**

Kerrie Jordan is Sr. Manager Product Marketing at Epicor Software. She brings over a decade of experience in ERP, supply chain, eCommerce, cloud computing, and product development business solutions.



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