Moving Manufacturing Beyond Lean with Digitalization and IIoT

written by Lauri Moon | April 15, 2019

Many manufacturers have leaned out their processes so that the product physically flows efficiently down the line. But what about digitally? Can they look at all their data and glean insights from it? Do they digitally capture all the data they need to perform a thorough analysis to go beyond lean? According to Gartner, the answer is no. They estimate that 70% of all the shop floor data goes unused and much of the problem is that it's not directly usable in the paper form that it's in or it's trapped in the machines on the shop floor.

AutomaTech Technical Director, Matt Bernhard and GE Digital Senior Product Manager, Joe Gerstl will discuss how manufacturers can surpass the performance plateaus of lean manufacturing, by leveraging IIoT technologies such as Manufacturing Execution Systems.

By joining this webinar you'll learn how leading manufacturers such as Toray Plastics, Nestle, and GE Aviation have embraced these powerful tools to:

- Deliver insights to the right people at the right time
- Adapt to meet your customer demands
- Drive short term and long term decisions around equipment, people, suppliers, and more

Speakers

 Matt Bernhard, Technical Director, AutomaTech

AutomaTech Technical Director Matt Bernhard has helped leading Manufacturing & Industrial companies identify and overcome their toughest challenges for over a decade, specializing in Process Automation, Data Collection, Digitization & IIoT, and Continuous Improvement. Matt leads the AutomaTech Solution Architect team, an outcome-focused group of experienced professionals, directing the technical content development of workshops, conferences, training sessions, and more. Matt and the

AutomaTech Solution Architects take a hands-on problem solving approach in identifying customer business requirements and applying appropriate technology solutions to deliver tangible business results. Matt is a Penn State University graduate with a Bachelor of Science in Electrical Engineering.

 Joe Gerstl, Sr. Product Manager, GE Digital

Joe Gerstl is the Sr. Product Manager for GE Digital's Plant Applications MES software. He has worked in the software industry and in manufacturing for over 30 years spending time in various roles including engineering, sales and product management while working at leading companies such as Microsoft and now GE Digital.

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Turbo Charge Industry 4.0 Via API Integration

written by Lauri Moon | April 15, 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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Optimizing Service Delivery for Manufacturers and Asset Operators

written by Lauri Moon | April 15, 2019

All manufacturer operations – from pharmaceutical manufacturers to power plant operations to energy producers and everyone in between — **need timely maintenance to ensure consistent uptime**. Asset failures can cost companies like yours hundreds of thousands of dollars in lost revenue, reduced asset reliability, and

increased safety and compliance risks. By **transforming service delivery from manual processes to digital service execution**, you can provide smarter maintenance while also optimizing resource utilization and improving safety and compliance indicators. Join this webinar from ServiceMax to learn how to improve your service execution.

The webinar will address:

- **Industrial Internet of Things (IIoT)** — supporting the capture and analysis of data to help deliver the right service actions
- **Asset Performance Management (APM)** — providing an analytical platform for asset data management, analysis and decision making
- **Real-time insights at the point of resolution** — modern tools for service execution that feature accurate asset data to ensure the right response.

Speakers

 Anna Startseva, Senior Product Marketing Manager, ServiceMax

Anna Startseva is the Senior Product Marketing Manager, ServiceMax, helping companies realize the benefits of asset service and Industrial Internet of Things. Prior to ServiceMax, she held marketing and government relations roles in California and Washington DC. She holds an MBA from the University of Cambridge.

 Phil Schwarz, Oil & Gas Industry Development Director, ServiceMax

Phil Schwarz is the Oil & Gas Industry Development Director at ServiceMax. Phil has nearly 20 years of experience in the oil & gas industry with oilfield service, industrial automation and SaaS companies. He is passionate about smart oilfield technologies and the economics of oil & gas. He holds a Graduate Certificate in Smart Oilfield Technologies from the University of Southern California and a Masters in Economics from the University of North Dakota.

Register

Critical Steps to Achieving ROI in Your IIoT Implementation

written by Lauri Moon | April 15, 2019

With any IIoT undertaking, one burning question is always top of mind – "How soon until we see some ROI?" Each IIoT implementation is as unique as your company is. Costs vary due to scope, complexity and any professional services required prior to launch. There are a few critical steps you need to undertake that are important to any IIoT initiative and setting yourself up for maximum ROI.

Join Dave McCarthy, Chief Evangelist at Bsquare, as he discusses what you need to consider to get the most out of your IIoT implementation including:

- Insight in terms of state models
- Knowing where you are in your journey to implementation
- Identifying your direct and indirect costs and savings
- Assessing velocity or value over time
- The dangers of too much data

Speaker

 Dave McCarthy, Chief Evangelist, Bsquare

Dave McCarthy is a leading authority on industrial IoT and a 20-year veteran of the software industry. Since joining Bsquare in December 2006, he has led several different teams while serving in an ongoing consultative capacity, advising Fortune 1000 customers on strategies for integrating device and sensor data with enterprise systems to improve their businesses through technology. Dave is also responsible for monitoring trends in IoT and regularly speaks on the topic at technology conferences around the globe and as well contributing to IT publications, including Network World and TechTarget. Most recently, he led both product management and product marketing as Senior Director of Products, before stepping into his current role as Chief Evangelist overseeing go-to-market initiatives, market analysis, and product strategy.

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Webinar: Industry 4.0 Wireless Technologies-What's New and Where to Begin

written by Lauri Moon | April 15, 2019
The Industrial Internet of Things (IIoT) is helping companies improve productivity

and safety while increasing engagement, differentiating their offering, and generating new revenue streams. From predictive maintenance to equipment as-a-service, Industry 4.0 promises huge returns. But where do you begin and which wireless technologies should you be considering? For device manufacturers and solution developers of industrial applications and equipment, betting on the wrong one could prove a costly mistake.

Register for this webinar to understand:

- Pros and Cons of different wireless technologies
- Hardware considerations for designing in wireless modules
- Data considerations for integrating industrial assets with the cloud
- And other connectivity options if you don't want to build it from scratch

Register

Webinar: The Servitization Revolution in Industrial

Manufacturing

written by Lauri Moon | April 15, 2019

Engineering & Manufacturing (E&M) companies are advancing their business models to focus more on providing services and capability to their customers, a practice known as "servitization." As core markets are becoming increasingly saturated, and product margins are under pressure, companies are aligning their supply chain strategies to meet their customers' heightened expectations.

Service type activities already make up from one-third to more than one-half of manufacturing employment in some industries. And in today's marketplace, more and more companies are offering after-market services or complete solutions that are closely coupled to the manufacturer's products.

While having a digital strategy is important for any manufacturer today, that's only half the story. There is a huge shift towards the consumption of services over the consumption of products, and it's this combination of digital pressures and demand for services that is bringing about a revolution in industrial manufacturing.

DHL's Engineering & Manufacturing sector and The Advanced Services Group have created a white paper series focused on this shift in business models, and in this webinar you'll hear from several experts who will discuss servitization in the context of value networks as well as supply chain strategies and its impact on E&M industries. You'll also hear a best practice case study that will shine a light on the transformational change process – from strategy articulation to process definition and decision enablement.

Speakers

 Reg Kenney, President, Global Engineering and Manufacturing, DHL, Customer Solutions & Innovation

Involved in the logistics and transportation industry for 40 years, Reg Kenney is President of DHL's Global E&M Sector and Head of DHL's Customer Solutions & Innovation, Americas Region, based in Plantation, Florida.

Roles prior to this included Executive VP, DHL Global Customer Solutions, Americas Region and – with Air Canada Cargo for 20 years – a variety of executive-level assignments including Director of Sales, GM of Western North America, and GM of System Operations. Reg has been a member of the Council of Supply Chain Management Professionals since 1999.

Tim Baines, Professor and Executive Director, The Advanced Services Group, Aston Business School

Tim is the leading international authority on servitization and spends much of his time working hands-on with both global and local manufacturing companies to understand servitization in practice and help to transform businesses.

He spent ten years working in manufacturing businesses, beginning his career as an apprentice. His background gives him a personal understanding of the challenges faced by the industry and of the need for practical, relevant guidance on implementing change strategies.

His book Made to Serve: How manufacturers can compete through servitization and product service systems described as, 'Essential reading for any companies or executives looking to explore this option for their business' provides a practical guide to servitization, based on in-depth research with leading corporations such as Xerox, Caterpillar, Alstom and MAN Truck & Bus UK.

Jim Euchner, Honorary Professor, Aston Business School, Former VP for Global Innovation, Goodyear

Jim Euchner is an Honorary Professor at Aston Business School and the Editor in Chief of Research-Technology Management, a peer-reviewed journal for practitioners of innovation, technology and research management. He was previously Vice President of Global Innovation at Goodyear Tyre & Rubber Company, where he led the development of new businesses and helped launch businesses on three continents.

Prior to his work at Goodyear, Jim held positions as Vice President of Growth Strategy and Innovation at Pitney Bowes, Inc. and Vice President, Network Systems

Advanced Technology at Bell Atlantic. He is particularly interested in the use of lean startup approaches in large organizations and the challenges manufacturers confront in moving to services-led business models.

Roles prior to this included Executive VP, DHL Global Customer Solutions, Americas Region and – with Air Canada Cargo for 20 years – a variety of executive-level assignments including Director of Sales, GM of Western North America, and GM of System Operations. Reg has been a member of the Council of Supply Chain Management Professionals since 1999.

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Webinar: The ERP Playbook – A Step by Step Guide to Modernizing Operations

written by Lauri Moon | April 15, 2019

It's hard to find a manufacturer that doesn't want to modernize their ERP, create a factory of the future or create a new business model. But what exactly do these projects entail? If your firm is pondering such strategic

initiatives, you owe it to your firm to catch Brian Sommer, founder of research firm Vital Analysis, as he details which technologies are most important and how to prioritize, plan and execute these projects.

Brian will also candidly discuss:

- The timing and purpose behind an ERP replacement effort
- The most relevant factors to consider when aligning new technologies with new business strategies today
- The top technology and modernization areas to focus on
- A foolproof strategy to acquire a new ERP solution that will position you for the future

Speakers

 Brian Sommer, Enterprise Software Industry Analyst, Vital Analysis

Enterprise software industry analyst Brian Sommer covers the ERP, finance and HR sectors for Diginomica and other publications. Brian began his career by re-writing a payroll/time-reporting system for a fast food chain and subsequently reworked numerous application software systems. He went on to run Accenture's Global Software Intelligence organization where he advised hundreds of clients on software selection and shared services initiatives. Brian also headed up Accenture's Global HR Center of Excellence and its Global Finance/Performance Management Center of Excellence.

More recently, Brian has been a consultant to and an expert witness for major software litigation cases and anti-trust matters. He remains involved in numerous software strategy and selection efforts.

Brian has won the Software Advice 2011 Authority Award – ERP Expert and numerous ERP Writers' Awards. He has keynoted numerous software conferences globally including events for NetSuite, PeopleSoft, and Sage.

Brian is guest lecturer at major university MBA programs. He has a BBA (Marketing) and a MBA (Finance) from the University of Texas at Austin.

 Tom Brennan, CMO, Rootstock

Tom Brennan is Rootstock's CMO. Tom has 30 years of professional experience in ERP and business software. He has held many executive roles including being at Financial Force where he was the VP of Marketing.

Register

Webinar: Automation + Cloud = Big Benefits from Industrial IoT

written by Lauri Moon | April 15, 2019

If you're a manufacturer, OEM, or in a process industry, the Industrial Internet of Things (IIoT) can help you boost your production efficiency, quality, flexibility, and visibility to higher levels than ever, while responding to customer requests and market opportunities much faster.

Learn how to get started in a lively one-hour webinar with **Tim Wormus** from **Siemens** and **Tom "Elvis" Jones** from **Amazon Web Services (AWS)**, respected world leaders in cloud and automation technologies.

They will cut through all the IIoT hype and get specific: You'll learn how advanced sensor, automation, and cloud technologies can combine to help you take advantage of advanced analytics and machine learning. And they will give you insights to:

- How to benefit from open IIoT platforms in terms of connectivity, custom app development and an ecosystem of apps
- The latest on cloud compute power, scalable dynamic storage, and content delivery
- Examples of successful applications using the Siemens MindSphere open cloud-based operating system for IoT on AWS
- How you can get started with little cost and risk and scale fast

Speakers

×   **Tim Wormus, VP IIoT Strategy and Implementation Americas, Siemens**

Tim is a leader in the intelligent application of analytics technologies, including the open cloud based operating system for the IoT MindSphere. He has held development and market facing roles at Genedata, Inc., Tibco Spotfire, Perkin Elmer, and H2O.ai. Today, he acts in a leadership role for Siemens as VP for IIoT Strategy and Implementation in the Americas. His team is revolutionizing how companies do business. Tim and his team work with customers and partners to help identify how to apply the appropriate technology solution to the challenges specific to their industry, size and corporate goals, in order for them to best achieve tangible returns.

×   **Tom "Elvis" Jones, Solutions Architect, Amazon Web Services**

Tom spends his time focusing on the complex challenges of strategic partners in the Design, Engineering, and Manufacturing space. His career has spanned both the hardware and software sides of the house, including work at Red Hat, Transmeta, and Pratt & Whitney, giving Tom an extremely broad technical experience across multiple industries and verticals. He is a whitepaper author, a patent holder, a training material builder, a DevOps expert, an active Maker, a mountain biker, and above all, a passionate technologist. He has been known to go far out of his way for pinball and fondly recalls playing "Adventure" on an ADDS Viewpoint ASCII terminal.

Webinar: The Latest in Field Service Management Tech

written by Lauri Moon | April 15, 2019

Field service management technologies of the past have often disappointed, resulting in high service costs, excessive warranty expenses, and dissatisfied customers.

A new wave of emerging technologies, ranging from the smart internet-connected devices to augmented reality and artificial intelligence-driven technician support systems promise to deliver a new level of field service efficiency.

In this webinar, industry analyst Joe Barkai will discuss whether these and other emerging technologies will deliver on the renewed promise, or will history repeat itself: organizations and individuals are slow to adopt promising new technologies and incorporate them efficiently into existing culture and workflow.

Joe will explain why many product organizations fail to fully exploit the power of cloud-based service technology and propose guidance for successful deployment of field service management technologies. He will discuss how using a cloud platform

as a foundation will help service organizations assume a greater role not only in delivering service, but become an integral part of the product development and lifecycle management.

Speaker

❌   **Joe Barkai, Industry Analyst**

Joe Barkai is a recognized industry analyst, strategy adviser, blogger, and published author. His focus is on researching, forecasting, and the strategic application of technology to drive innovation, competitiveness, and business processes excellence.

With more than 30 years of experience helping organizations across diverse industries chart their product and market strategies, Joe offers a unique ability to "connect the dots" and articulate the business value of emerging technologies such as the Internet of Things, artificial intelligence, augmented reality, and machine learning.

In his book *The Outcome Economy: How the Industrial Internet of Things is Changing Every Business*, Joe explores the impact of the Industrial Internet of Things on manufacturing companies and offers a perspective on product innovation and operation in an always-connected world.

Previously, as Vice President of Research at IDC, a leading global market research firm, Joe led global research across a broad spectrum of industries, including automotive, industrial equipment, aerospace, construction machinery, medical devices and high-tech.

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Webinar: The Power of Context – Making IoT Relevant and Practical

written by Lauri Moon | April 15, 2019

You've likely heard the basic premise behind the Internet of Things (IoT) and may even have your own projects in the works. But, do you know what separates data overload from data insight? It's context. And, it's easy to lose.

Listen to a panel of industry experts discuss how to walk the fine line between "data chaos" and data which is relevant, consumable, and can be turned into very practical applications. Learn how to tell the difference between "so what?" reports and "code red!" triggers which demand fast action—or even automated responses.

Make sure your IoT project truly drives results.

Key takeaways

- How to effectively contextualize data for business decisions
- Tips for collecting and consuming data effectively
- The importance of cloud deployment's elasticity in storing contextual data
- How condition-based monitoring can trigger a maintenance call
- Steps to prioritizing practical applications of IOT and projecting the ROI

Speakers

 Mark Humphlett, Senior Director, Industry & Solution Strategy, Infor

With 20 years of experience in technology and 25+ years in the manufacturing and distribution industry, Mark Humphlett joined the Infor team through an acquisition in 2006. He previously led supply chain solutions marketing and served as a principal business consultant leading presales, solution design, and implementations for several software solutions. Mark also spent three years as the director of supply chain sales and business development in Europe. Prior to entering the technology industry, he held positions with Southern Alloy of America, a division of Metals USA, and Lockheed-Martin. Mark earned a bachelor's degree in Industrial Engineering from the Georgia Institute of Technology.

 Kevin Price, Technical Product Evangelist & Strategist, Infor

For the last 20+ years Kevin has been globally responsible for Product Management, Product Marketing, and Strategy functions for the Infor EAM, Infor MP2, iProcure, Spear Technologies, and Energy Performance Management product families at Infor. He has been published in a number of industry journals and publications including Plant Services, Plant Engineering, BUSRide, Maintenance Online, and others.

 Nick Castellina, Director of Industry and Solution Strategy, Infor

Prior to Infor, Nick was Vice President and Research Group Director of the Aberdeen Group's Business Planning and Execution research practice. There he worked with software vendors and end users to analyse trends and produce industry-leading content in topics related to Enterprise Resource Planning, Enterprise Performance Management, Project Portfolio Management, and Business Process Management. He was also responsible for managing a team of analysts dedicated to manufacturing, product innovation and engineering, supply chain management, and financial management and GRC.

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