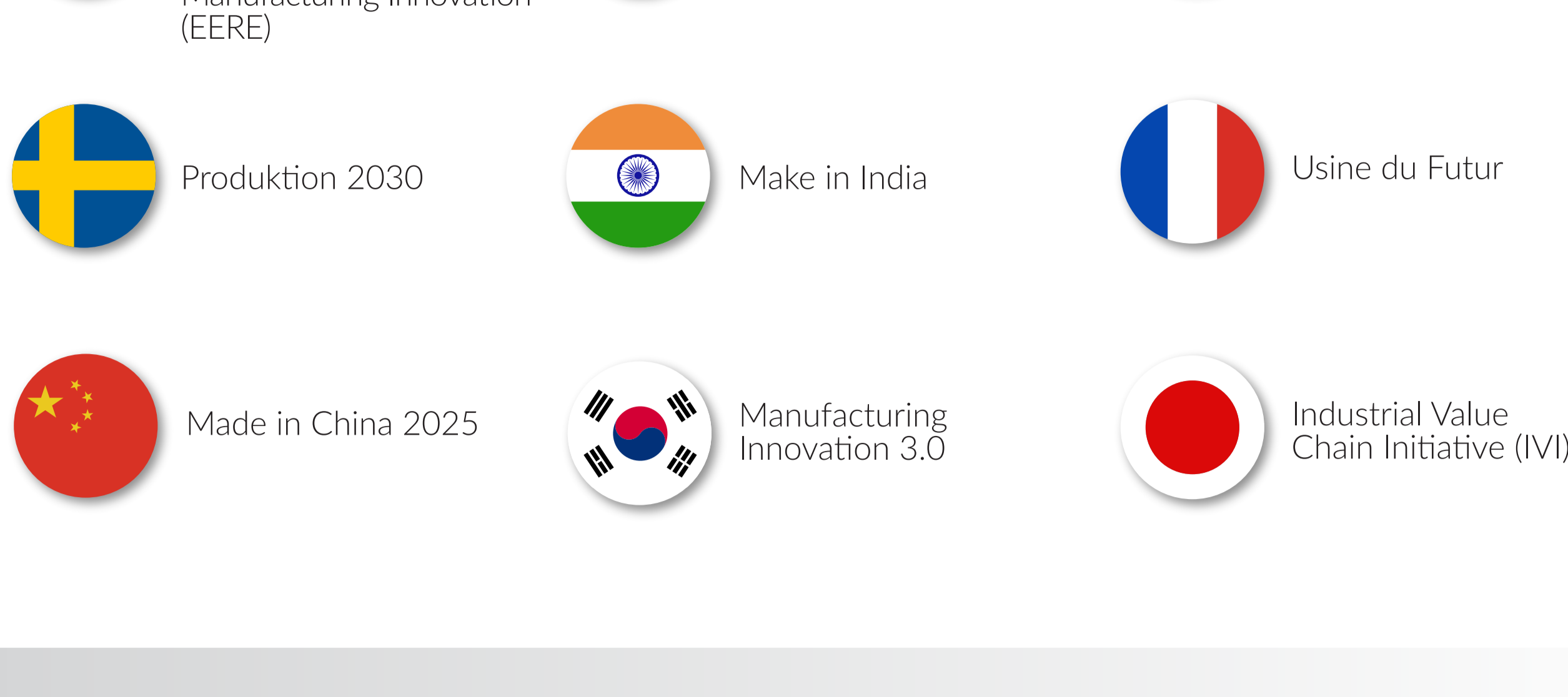


CLOUD CONNECTORS AND THE NEED FOR CONNECTIVITY

CRIMSON[®] 3.1

THE IIOT IS EVERYWHERE



BENEFITS OF IIOT: A CASE EXAMPLE

AUTOMATING & MANAGING REMOTE ASSETS IN OIL & GAS
DELIVERS SIGNIFICANT BUSINESS IMPACT



Source: Expert interviews, McKinsey & Company analysis

ENHANCEMENTS CAN DELIVER MEANINGFUL BUSINESS OUTCOMES

ZERO-BASED BUDGETING (ZBB)

COST & BUDGET

Data aggregation & analysis enables:

- Smart capital expense optimization
- Doing the right things with the right amount – replacing “do more with less” mentality

END-TO-END DIGITAL ENABLEMENT

CUSTOMER JOURNEY

Intelligent process automation, robotics and end-to-end digitization of processes enable:

- Values-driven changes to be made more quickly, easily & sustainably

DIGITAL MANUFACTURING

MANUFACTURING

Yield, energy & throughput analytics enable:

- Real-time performance management
- Data-enabled predictive maintenance

ANALYTICS TO VALUE

PRODUCT

Connecting new and existing data sources with new technologies enable:

- Complexity management
- Design-based optimization
- R&D productivity through machine learning

MCKINSEY & COMPANY

THE CHALLENGE

HOWEVER THESE STUDIES HAVE SHOWN

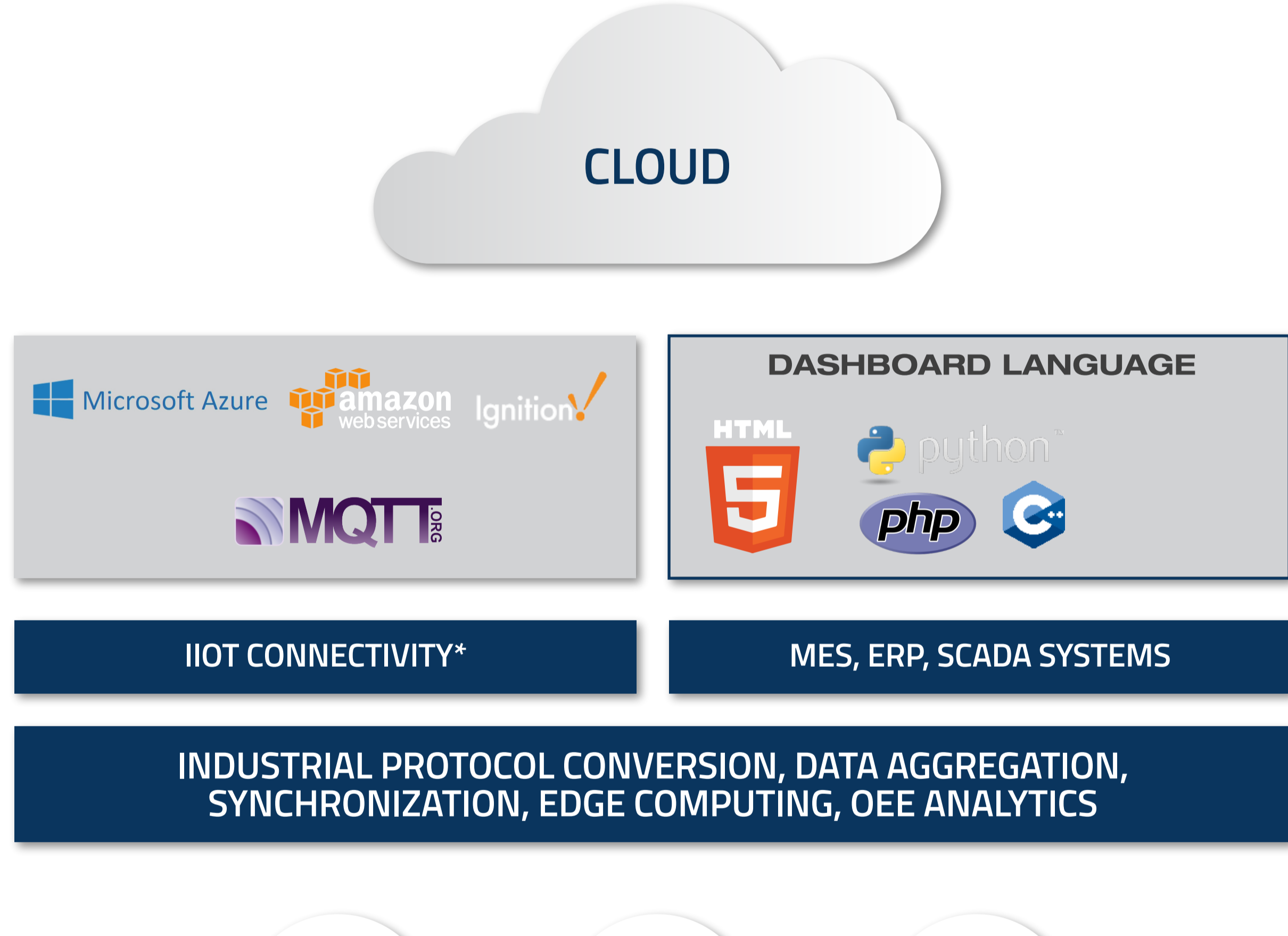
75% OF IIOT PROJECTS
WILL FAIL.

WHY?

CONNECTING DEVICES IS EASIER SAID THAN DONE

- 59%** Industrial CxOs who believe cognitive computing, big data & AI are mature & market-ready
- 100+** Average number of software applications running in a manufacturing site
- 77%** Nexus survey respondents who said **INTEROPERABILITY WAS THEIR BIGGEST CHALLENGE IN IIOT**

THE LANGUAGE OF THE IIOT IS DIVERSE AND RAPIDLY CHANGING



*Platforms supported by Crimson 3.1

A SOLUTION

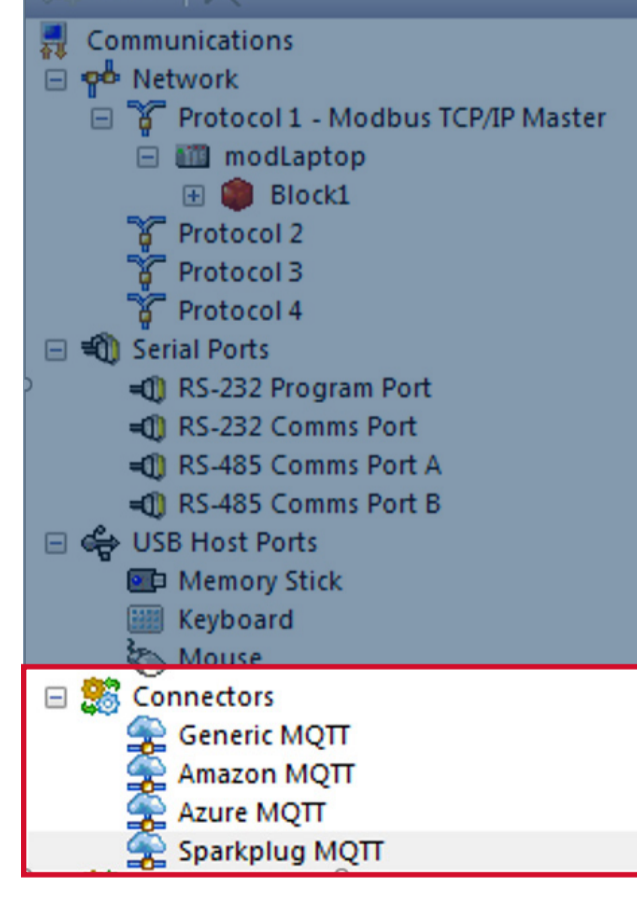
CRIMSON[®] 3.1 CLOUD CONNECTORS

CONNECT TO MICROSOFT AZURE, AMAZON WEB SERVICES (AWS),
IGNITION! SCADA AND B-SCADA PLATFORMS

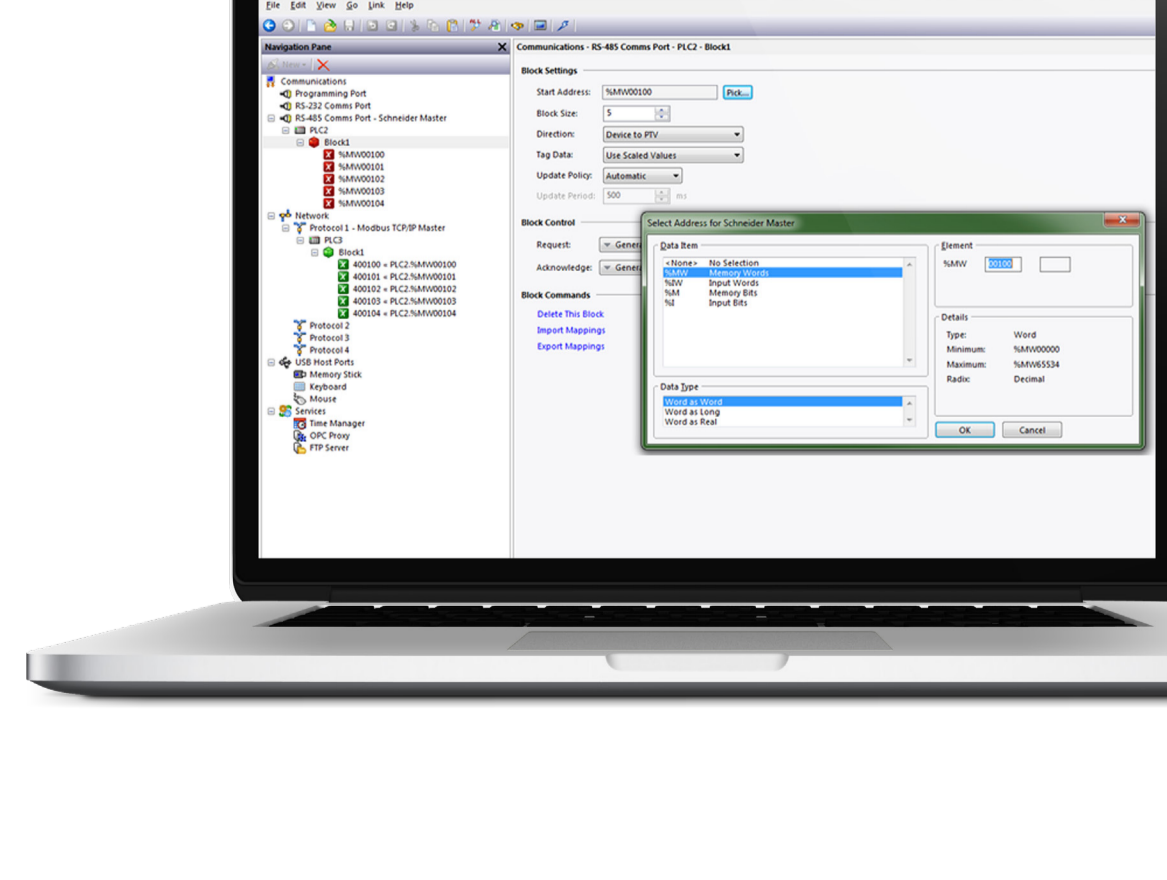
WHAT ARE CRIMSON 3.1 CLOUD CONNECTORS?

Software components that allow you to push data on a periodic basis or in response to a change of state to a Crimson-based device to an on-premises or cloud-based server.

- Cloud connectors are included in Crimson 3.1 in the connectors are of the Navigation Pane.
- Today, they are supported on the Graphite HMIs, Edge controller and CR3000 HMIs.



ENSURE OUT-OF-BOX IIOT CONNECTIVITY WITH NEW OR EXISTING EQUIPMENT



BUILT-IN SUPPORT for over 300 industrial drivers ensures equipment remains relevant for years to come.

EASILY INTEGRATE MULTI-GENERATIONAL SYSTEMS INTO YOUR IIOT STRATEGY

Simplify communication between disparate serial, Ethernet and fieldbus devices orphaned by incompatible communications standards with Crimson's intuitive point-and-click user interface

Build IIoT connectivity directly into any equipment, using Graphite[®] HMIs, Edge Controller or CR3000 HMIs

Connectors are available for Microsoft Azure, Amazon Web Services (AWS) and Ignition! SCADA and B-SCADA platforms

