Smart Manufacturing & IIoT Division Members’ Webinar

WELCOME TO ALL MEMBERS
ISA Vision, Mission and Values

**VISION**
Create a better world through automation

**MISSION**
Advance technical competence by connecting the automation community to achieve operational excellence

**Values**
- Excellence
- Integrity
- Diversity and Inclusion
- Collaboration
- Professionalism
Objective Areas

- Industry Reach and Awareness
- Member Development and Engagement
- Technical Education and Certification
- Leadership and Business Skill Development
• Collaboration tool for members
• Communities for sections, divisions and society groups
  – Home page
  – Content library
  – Events
• Member connect
• Discussion forum
• Early access open for leaders
  …..coming soon for all members!
Celebrating 75 years of ISA

Founded on April 28th 1945

75 years of advocating for the people and technology that move societies and economies forward

75 years of creating and supporting industries that power our world

75 years of difference-makers and risk-takers on whose shoulders we stand today

Our members, volunteers, and communities have supported ISA for 75 years. Their support, passion, and dedication ensure that ISA will spend the next 75 years advancing our vision – to create a better world through automation.

https://programs.isa.org/isagivesback
Division formation idea suggested by Sujata Tilak and Carlos Mandolesi

Proposal submitted to A&T Dept. Supported by Prabhu Soundarajan, Mary Ramsey and others

Division Approved by Technical Assembly

SMIIoT Division Operational

Survey of members and customers
- 1000+ responses
- 96% wanted ISA to focus on SM and IIoT
- 90% wanted to join the division
SMIIoT division will provide a platform to members to keep abreast of latest developments, create high quality technical content and collaborate amongst themselves.
Division Goals

• To become a vibrant, member centric division
• Create a repository of high quality technical content contributed by members and SMEs
• Host / support technical events
• Collaborate with sections and other divisions
• Bridge between end users and solution providers
• Encourage innovation amongst start-ups and students
• Collaboration with other organizations in this space

Ultimately….become an influencer in SM and IIoT world
### Division Board Members

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founder &amp; Director</td>
<td>Sujata Tilak</td>
</tr>
<tr>
<td>Program Chair</td>
<td>Mayur Mehta</td>
</tr>
<tr>
<td>Marketing Chair</td>
<td>Victor Venancio</td>
</tr>
<tr>
<td>Membership Chair</td>
<td>Marc Ayala</td>
</tr>
<tr>
<td>Founder, newsletter editor, section-div liaison</td>
<td>Carlos Mandolesi</td>
</tr>
<tr>
<td>Program Chair</td>
<td>Jeff Winter</td>
</tr>
<tr>
<td>Division Board Members</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td></td>
</tr>
<tr>
<td>Erik Maran</td>
<td></td>
</tr>
<tr>
<td>Webmaster</td>
<td></td>
</tr>
<tr>
<td>Ricardo Diogo</td>
<td></td>
</tr>
<tr>
<td>Education Chair</td>
<td></td>
</tr>
<tr>
<td>Karam Rehani</td>
<td></td>
</tr>
<tr>
<td>Board Member</td>
<td></td>
</tr>
<tr>
<td>Dharmender Singhal</td>
<td></td>
</tr>
<tr>
<td>Board Member</td>
<td></td>
</tr>
<tr>
<td>Dattatray Sawant</td>
<td></td>
</tr>
<tr>
<td>Board Member</td>
<td></td>
</tr>
<tr>
<td>Juan Ferrer</td>
<td></td>
</tr>
<tr>
<td>Board Member</td>
<td></td>
</tr>
</tbody>
</table>
Goals 2020

**Technical Committees**
- 4-5 active technical committees
- Driven by members
- Guidance by division board

**Content**
- Publish 1-2 artefacts per month via Newsletter, ISA Connect & LinkedIn
- Contribute 6-8 articles to InTech, automation.com and other publications (3 already underway)
- Create content in line with ISA content strategy

**Events**
- A virtual session every quarter or more
- Support ISA virtual webinars and conference

**Collaborations**
- Start engagement with 1-2 relevant associations
- Start engagement with 1-2 corporates
Technical Committees

- Industrial IoT
- Cloud Technologies
- AI & ML
- Communication & Networking
- Cyber Security
- Cyber Physical Systems
- Digital Twin & Simulation
- AR & VR
- Advanced Robotics, AGVs, and Cobots
- Additive Manufacturing
Technical Committees

Leader Responsibilities:
1) Provide industry insight and updates to Division Leadership
2) Work with program chairs to help create, coordinate, collect and disseminate useful content for membership
3) Act as a liaison internally to ISA, where applicable, to help leverage the efforts and expertise of others
4) Lead technical committee team

Member:
1) Support the leader in team activities
2) Help collect and contribute content
3) Participate in coordination activities
• **COVID19 effect**
  - Create a time bound Survey
    - to get inputs on industry challenges in COVID 19 situation and post-COVID 19
    - Categorize inputs in three buckets - People, Process and Technology.
    - How ISA can help
      - Open and welcome key innovations in difficult times (OEMs, Asset Owners & SIs)

• Capture problem statements from survey and convert into solution offering chart

• **Industry 3.0 → 4.0 & even 3.0 → 4.0+, ideation and innovations**
Webinars

- Platform to share updates from technical committees and inputs in Q3 & Q4

- ISA Standards applied to smart manufacturing – ISA95, ISA/IEC 62443 etc.

- Other relevant topics

How members can engage

- Thru Technical Committees

- Feel free to approach us directly
Membership Chair

- Promote the benefits of division membership for the purpose of continued growth and engagement

- Get the word out
  - Webinars
  - Emailing invites to corporates
  - Social Media
    - LinkedIn
    - Twitter
    - Facebook
Membership Chair

• Recruit and pursue new members
  – Involving industry people in the discussion
  – Promote speaking opportunities
  – Volunteering for conference support
  – Utilizing social media outlets and publications

• Develop and distribute welcome letters to all new members through ISA staff

• Encourage members to keep active and engaged
Education Chair

• Plans 2020
  – Help develop the Smart Manufacturing & IIoT topics for the monthly technical meetings, special conferences, faculty training courses, etc.
  – Maintain liaison with Student Sections and other organizations devoted to technical education and encourage joint programs.
  – Promote Co-Sponsored Training Courses

• How members can engage
  – Promote career guidance
  – Help section-school curricula development
  – Help the faculty development programs
Newsletter Editor

- First newsletter published on April 1st
- Plans 2020: Quarterly Newsletters
- How members can engage:
  - Submit technical articles
  - Submit real applications cases and success stories
Section Division Liaison

• Plans 2020:
  – We’re working together with other Divisions to train the Section Division Liaisons to better engage Sections and Divisions
  – We need to ask Sections to create their Section Division Liaisons as most of them don’t have this position

• How members can engage:
  – Section leaders should share technical content produced by the Divisions with their members
  – Sections should ask their members to join Divisions
  – Section leaders can request speakers or SME for their local events
Marketing Chair

Engaging Community

- Newsletter
- Tech Content Source
- Business Source
- Events Agenda
- Business News
- Product Launching Center
- Member’s Program
  - Jobs
  - Blog

Activities Plan 2020/21

- Promote SMIIoT Globally
- Webinars
- Events
- Partnerships
- Trainings
- Massive use of LinkedIn
- Create Value for members
• Use the ISA Connect platform to promote division events, webinars and create polls for the members

• Manage ISA Connect webpage and Division Content Repository including technical documents, articles, whitepapers, case studies, etc.

• Upload content in the LinkedIn group https://www.linkedin.com/groups/12175409/
Connect with SMIIoT Division

Division Webpage
SMIIoT Division

ISA Connect
SMIIoT Community Home

LinkedIn group
https://www.linkedin.com/groups/12175409/
1000+ members

Division Contacts

Sujata Tilak, Director sujata.tilak@aiplindia.com

Marco Ayala, Membership chair Marco.ayala@aesolns.com

Jeff Winter, Program chair (content) jeff.winter@granteck.com

Carlos Mandolesi, Newsletter editor / section-division liaison carlos.mandolesi@sigmma.com.br

Ricardo Diogo, Education chair r.diogo@pucpr.br

Q&A

Thank you!