



**PRESS RELEASE**

***For Immediate Release***

**Contact: Melissa Topp**  
**Senior Director of Global Marketing**  
**ICONICS, Inc.**

**Telephone: (508) 543-8600**  
**Fax: (508) 543-1503**  
**Email: [Melissa@iconics.com](mailto:Melissa@iconics.com)**  
**Web: [www.iconics.com](http://www.iconics.com)**

## **ICONICS Announces Digital Twins for Manufacturing**

**Nuremberg, Germany – SPC/IPC/Drives 2018 – November 27, 2018 – [ICONICS](http://www.iconics.com)** is a global automation software provider and six-time winner of the Microsoft Partner of the Year award, providing advanced web-enabled OPC UA and BACnet certified visualization, analytics, and mobile software solutions for any energy, manufacturing, industrial or building automation application. ICONICS today announced the launch of its Digital Twins for Manufacturing solution, built on Microsoft's Azure Digital Twins platform, which provides virtual modeling capabilities for physical environments.

ICONICS' Digital Twins for Manufacturing solution works by integrating its classic remote monitoring, SPC/SQC, and OEE manufacturing capabilities with the Azure Digital Twins platform. Each asset is represented virtually within the twin object model to inform its digital equivalent of real-time updates from connected PLCs, IoT sensors, or the manufacturing equipment itself over the cloud. ICONICS Digital Twins for Manufacturing software enables improvement in multiple areas for manufacturing customers, such as engineering time/resources, productivity, operations management, and customization. By focusing on these core areas of improvement, the Digital Twins for Manufacturing dashboard empowers operations managers, directors, and C-level executives to reduce wasted time and resources and increase productivity and quality.

The Digital Twins for Manufacturing solution works in conjunction with ICONICS IoTWorX™ software to perform real-time visualization, collection, and analysis of data coming directly from manufacturing equipment or IoT sensors. It gives operators insight into the health of their asset portfolio, as well as allows them to compare equipment, facilities, or shifts to focus on best vs. worst performers, using big data analytics to deliver significant savings. The analytics module applies artificial intelligence rules to predict when equipment might fail or use more energy than

necessary. By integrating Azure Machine Learning, these predictions will grow more insightful over time, enabling operations managers to prioritize maintenance and remediation.

With Azure Digital Twins, ICONICS can bring even more advanced capabilities to its manufacturing process solutions. ICONICS has incorporated twin object models and a spatial intelligence graph to address powerful use cases in manufacturing scenarios.

“ICONICS’ new Digital Twins for Manufacturing offering takes advantage of advances in cloud and IoT technology and makes them easily configurable for end users and system integrators,” said Russ Agrusa, President and CEO of ICONICS.

### **About ICONICS**

ICONICS is headquartered in Foxborough, Massachusetts and is a global software developer of visualization, HMI, SCADA and energy solutions. With over 350,000 installations in over 80 countries worldwide and running in over 70 percent of Global 500 companies, ICONICS software is recommended for automating, monitoring and optimizing a customer’s most critical assets. ICONICS has recently been named the 2018 Microsoft Manufacturing Partner of the Year, having previously been named the 2017 Microsoft Application Development Partner of the Year and is a six-time winner of the Microsoft Partner of the Year award.

[www.iconics.com](http://www.iconics.com)

#### **ICONICS Background Information**

ICONICS, a longtime Microsoft Gold Partner and six-time Microsoft Partner of the Year award winner, including the Manufacturing, Application Development, and CityNext Partner of the Year, provides solutions to improve productivity, reduce integration time and operating costs, and optimize asset utilization with visualization and automation software. Founded in 1986, ICONICS has 350,000 installations in over 100 countries worldwide. ICONICS meets the demanding application challenges of the automotive, building automation, food and beverage, government infrastructure, manufacturing, petrochemical, pharmaceutical, renewable energy, utilities and water/wastewater industries. As a managed Microsoft ISV Partner, ICONICS designs its solutions to leverage Microsoft technologies, including Windows 10, Windows Server, Microsoft .NET, Microsoft Azure, SQL Server and Microsoft SharePoint.

© 2018 ICONICS, Inc. All rights reserved. AnalytiX and its respective modules are registered trademarks of ICONICS, Inc. GENESIS64, GENESIS32, Hyper Historian, BizViz, PortalWorX, MobileHMI and their respective modules, OPC-To-The-Core, and Visualize Your Enterprise are trademarks of ICONICS, Inc. Other product and company names mentioned herein may be trademarks of their respective owners.

###