

# EXCHANGE TODAY

CONTROL  
ENGINEERING

• Thursday, September 13, 2007 • Emerson Global Users Exchange

## Emerson's Wireless Technology Road Map, Part 2

In a continuing conversation about wireless technology's future in process plants, John Berra, president of Emerson Process Management; Peter Zornio, chief strategic officer; and Robert Tinker, director of business development with Cisco's wireless networking business unit; discuss with Control Engineering editors how receptive customers are to wireless and how Emerson chose which standard to follow.

**CE: Are customers seeing the value proposition of wireless?**

*Berra:* The value proposition is seized almost instantly. In the conversations I have with customers, their minds start to whirl: "Oh, I think I could do this or that. I've been wanting to find out about this or that." They have an array of things they want to do, but the next step is getting approval so that is the issue that will modulate the adoption rate.

*Zornio:* I think it's skepticism that it's too good to be true. Think about your first cell phone. Is this really going to work? I can get a call anywhere? We're in that phase right now where people see it can be really great, but they're waiting to see the body of evidence that it really does work.

**CE: Do customers worry that wireless just doesn't work?**

*Zornio:* In our early research, reliability is the No. 1

concern. No. 2 is security. It's the same way we were with cell phones. That's what cell phone vendors still promote: reliability.

*Berra:* Early experience with some of the more line-of-sight system technologies in process plants wasn't very good. There was skepticism based on prior experience. So for some who tried that, they were even more skeptical. Convincing people that it all

works is part of our job. Things get adopted in our industry in a two-hump curve. The first hump is the early adopters — the guys who just get it and have the vision to just go ahead and do it. Then there's a kind of a lull or a pause until the majority kicks in.

The second hump rises from there. Adoption is not a straight line. We're working on the first hump now, but the rate will slow down eventually as we wait for the rest of the world to kick in. You have to have the patience and persistence to wait out that lull. DCS went through that. So did fieldbus and HART. They all followed a similar pattern.

*Zornio:* The fundamental performance of the technology will improve, too. Things like battery life will get better. So that's going to attract more folks.

**CE: For customers farther down the technology ladder, do you think they might make the move straight to wireless**

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Standards and site surveys are just two of the topics discussed by Cisco's Robert Tinker (left) and Emerson's Peter Zornio (center) and John Berra.

## NEWS BRIEFS

### PRACTICE YOUR POKER FACE

Come to the "Stardust Saloon" tonight for an evening of food, entertainment, live music and casino games for all Exchange attendees and registered guests. Casino games include blackjack, craps, roulette and Texas hold 'em with entertainment from Linder & Brocks, the Card Shark, Saloon Girls and Western Stilt Character.

### LUNCH TODAY: AWARDS FOR BEST PRESENTATIONS

Show your appreciation for a group of outstanding presentations today. During lunch, awards for best Exchange technical sessions will be recognized.

### FEEDBACK ON CSI HANDHELD DEVICES

Do you use a CSI 2130 or 375 Field Communicator? Help us by taking a customer satisfaction survey and let us know how these Emerson handhelds are helping you achieve your maintenance goals. Act this week, and you could win a gift card. Go to <http://www.zoomerang.com/survey.zgi?p=WEB226VRZHTW8D>

### DID YOU SOLVE THE PUZZLE?

Place your completed entry in the box outside the main dining area, and you could win an 80 Gb classic iPod. Drawing Friday morning at 7:50 a.m. (Note time change!) Winner will be announced at breakfast. No need to be present, but Emerson employees are not eligible.

## Best Bets for Today

Today is your last chance to attend most of these four-hour sessions, beginning at 8:00 a.m. and 1:00 p.m. Only four will be presented on Friday morning. All sessions are offered in both time slots, except:

### Educational services courses

8:00 a.m., Texas 5: Level 1 Lubrication Analysis (also available Friday morning).

1:00 p.m., Texas 5: Fundamentals of Vibration (also available Friday morning).

### Workshops and short courses

8:00 a.m., Grapevine 3: Foundation Fieldbus, Lessons Learned After Nine Years

8:00 a.m., Grapevine 4: Network Security

8:00 a.m., Ft. Worth 5: Where the Rubber Meets the Road—Control Valve Impact on Process Control

10:00 a.m., Grapevine 3: Using Smart Plant Instrumentation with Emerson Process Management Engineering Tools

10:00 a.m., Ft. Worth 5:

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Clockwise from top left: (1) Attendees plan their paths through the abundant short courses and workshops offered at this year's Emerson Users Group Exchange. (2) During the AMS Asset Portal short course, Emerson's Greg Rome shows two participants how to add a data source into the system. (3) "Avoid getting burned by steam flow measurement" was the message of Emerson's Don Verhagen at this workshop. He told attendees they must determine what accuracy they really need, that they must consider turndown when selecting a flowmeter and that piping can significantly affect installation costs in a system. (4) Conference attendees listen attentively during Verhagen's course.

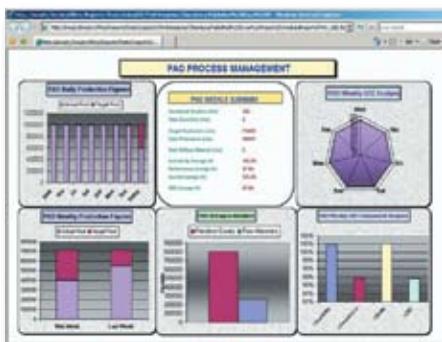
## IncuityEMI is Operational Intelligence

At last! After years of speculation and disappointment, the industry is discovering what it has long needed ... a system that links all databases, production and enterprise, through a Unified Data Model, **IncuityEMI**.

Many said it couldn't be done, but the developers at Incuity have done it, and you can see it here at **Emerson Global Users Exchange** today.

### Incredible Success Stories

Two of our ever-expanding library of Success Stories are being presented here at the "Exchange":



Session #1015, "Automating the Plant Floor to the Boardroom" where Mark Garnett, Automation & Maintenance Manager for Chemtura Canada will explain how the company has obtained very impressive ROI with **IncuityEMI**.

The Industry Business Forum (IBF), including "A Practical Application of Lean Manufacturing Concepts to the Specialty Chemicals Industry" ... based on a very successful **IncuityEMI** installation.

### See it ... believe it!

You have seen reporting and analysis packages before, even remote visualization. Come see us at **Booth #54** and we'll explain why **IncuityEMI** is so much more. It is the definitive Operational Intelligence platform. While you're there, ask them to tell you what a Flexible, Federated, Programmable, Configurable Unified Production Model is ... better yet, ask them to show it to you. You will want to take it home.



Mission Viejo, California

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



Be Sure to visit the Emerson Exchange Blog: [www.controleng.com/pillartopost](http://www.controleng.com/pillartopost)

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## NEW PRODUCT

## Wireless Transmitter Captures Discrete Data

Launch of the Rosemount 702 Discrete Wireless Transmitter this week at the Emerson Users Group Exchange expands Emerson Process Management's Smart Wireless solutions family with a device that installs and commissions quickly and delivers previously unavailable data for improved plant performance and safety.

Most process plants, reports Emerson, have hundreds, possibly thousands, of discrete points that are not connected to the control system because of high wiring costs, leaving data about plant performance and safety inaccessible. This device, which supports a variety of non-powered switch types with single- or dual-

channel capacity, gives users a cost-effective way to access this information. Applications include level and environmental spill prevention, personnel safety and plant equipment status. The unit is also hazardous area approved.

Rosemount 702 provides the same HART diagnostic data, seven- to 15-year SmartPower battery life, and reliable and secure performance of other Smart Wireless family devices. The Smart Wireless solution is an extension of the PlantWeb digital plant architecture, combining reliable, smart monitoring devices with wireless transmitters in an innovative self-organizing mesh network that automatically adapts as

**Emerson's Rosemount 702 discrete wireless vibration transmitter integrates discrete data into plant control systems.**

device points are added or removed or obstructions are encountered. The network uses Time Synchronized Mesh Protocol (TSMP) technology.

For more on this product, visit [www.emersonprocess.com/rosemount](http://www.emersonprocess.com/rosemount)



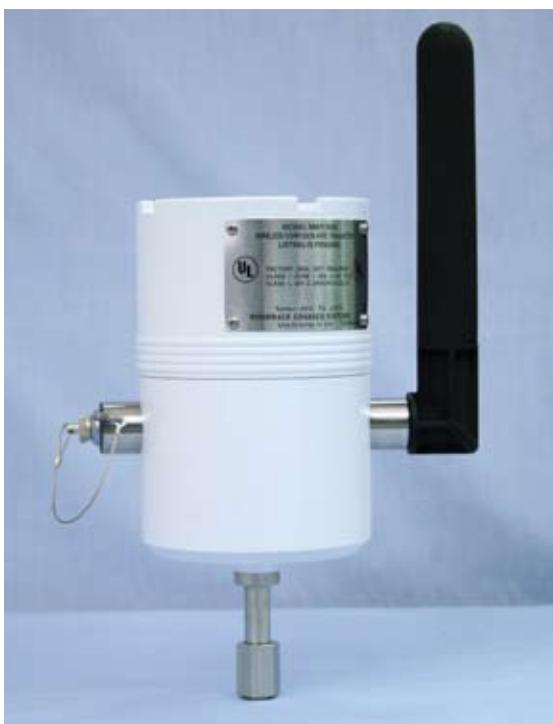
## NEW PRODUCT

## Wireless Transmitter Gathers Corrosion Rate Data

A new high-speed corrosion transmitter, introduced jointly by Emerson Process Management and Rohrback Cosasco Systems (RCS) of Santa Fe Springs, CA, at the Emerson Users Group Exchange this week, is a seamless element of Emerson's Smart Wireless Solutions and integrates with AMS Suite: Intelligent Device Manager for asset optimization.

The device is the culmination of more than a year of cooperative development and testing between Emerson and RCS, which manufactures corrosion monitoring products and services for the process industries. The transmitter integrates with Emerson's Smart Wireless offerings. Corrosion information from the unit is available for use in the automation system where it can be logged, trended and analyzed with other process information. Corrosion data are also available in AMS Suite: Intelligent Device Manager software, used in the process industries for device configuration, calibration and documentation and predictive diagnostics. The solution extends the predictive diagnostics coverage of AMS Suite to corrosion, enabling a predictive approach by users that reduces maintenance costs, prevents unexpected shutdowns and optimizes plant assets.

The transmitter is based on RCS's Microcor technology and provides corrosion rates in any process media at speeds approaching real time. Real-time corrosion rates can be used by



**RCS Microcor wireless transmitter from Emerson Process Management and Rohrback Cosasco Systems (RCS) is designed for high-speed communication of corrosion rate data.**

operators to detect a spike in corrosion, control inhibitor injection and correlate with other process data for root cause analysis to reduce

operating costs, extend asset life, and extend time between shutdowns. The unit will work as a node in a self-organizing network with other Emerson Smart Wireless devices or configured as part of an independent network of corrosion monitors.

RCS fits the profile of developing wireless field devices that are both best-in-class and meet open standards, said Craig Llewellyn, president of Emerson's Asset Optimization Div. RCS is "fully committed to the WirelessHART standard," he said, "which we support. Users of Emerson's PlantWeb architecture and the AMS Suite can take advantage of predictive intelligence from third-party devices that best meet their operating needs."

Said Brent Ford, CEO of Rohrback Cosasco, "We see wireless corrosion solutions as the ideal response to unique process challenges, particularly in the oil and gas industries.... The assets through which these materials flow are often aging, susceptible to corrosion and not easily adapted to hard-wired online systems. The ideal solution to prevent failures due to corrosion in this environment incorporates wireless corrosion transmitters working in conjunction with a reliable data transmission and processing system like Emerson's Smart Wireless."

For more on this product, visit [www.emersonprocess.com/smartwireless](http://www.emersonprocess.com/smartwireless) and [www.rohrbackcosasco.com](http://www.rohrbackcosasco.com)

## Best Bets for Today

Continued from page 1

Asset Optimization Maintenance Strategy to Be a Best-Cost Producer Using Emerson's PlantWeb Services

1:00 p.m., Grapevine 3: Selecting Foundation Fieldbus Sensors 101

1:00 p.m., Ft. Worth 5: A Layman's Guide to HART Communications with

Fieldview Instruments

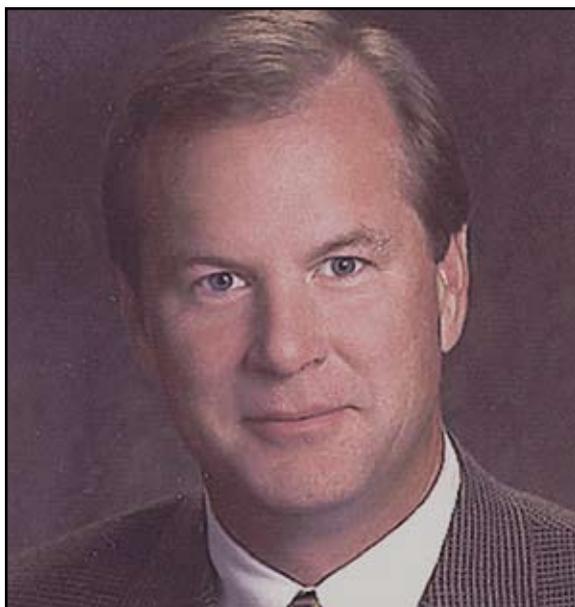
1:00 p.m., Ft. Worth 6: Loop Performance Audit in Gas Fractionation Plant

3:00 p.m., Grapevine 4: Analyzers for the Instrument/Control Engineer

### Agenda updates

Session 699: Analyzers for the Instrument/Control: Canceled

September 13, 2007



**Jim Nyquist will soon take his new post as president of global sales.**

After three years in Europe in his current role, Jim Nyquist is preparing for a change. He will leave his post as president of Emerson Process Management Europe and move back to Austin, TX, to assume his new role as president of global sales. He's enjoyed his time in Europe and earlier in Asia but is looking forward to returning to the U.S. David Dunbar will succeed him at the Baar, Switzerland, headquarters.

Emerson's Europe division covers all of Europe, Scandinavia, all of the old Soviet Union, and the French-speaking areas of North Africa.

Nyquist has been with Emerson for 30 years, beginning at Fisher Controls. He served in various capacities and parts of the world during that time. "Over those years, I've done two stints in Asia and two in Europe between Fisher and Emerson," he says.

He has found that Europe exhibits sharp contrasts between its two main regions. "We make a clear distinction in our market between western Europe, what I call the mature economies, and the emerging markets in the east," he says. "They are very different businesses as I found out when I got there.

"In the western side, the biggest industries are chemical, followed by oil and gas and then refining and power. Those are the top four. The eastern side is particularly heavy with oil and gas, especially in Russia. They have the world's largest gas reserves and are the largest producer. They also are the world's second-largest oil producer. That business is just really starting to take off for us. There are a lot of refineries in eastern Europe and Russia that need upgrades and then the power industry in the east. Clearly the west is more chemical, with the east more oriented to oil, gas and refining."

The pressures driving manufacturers across the region are much different. New plant construction in western Europe has virtually ceased, but production and upgrades on existing sites continues. "If you think of the German chemical industry, the U.K., the Dutch, those are some of our biggest markets. They're running existing plants, many 30, 40, 50, even 60 years old, and they have to compete on a world basis

## Global Perspective: Europe, a Region of Change, Contrast

with new plants in Asia, so these guys are really challenged.

"Plants that aren't efficient are either being made efficient or being shut down. They're trying to run those plants as much as they can, in fact, their biggest issue is plant availability. They do not want unscheduled downtime. They want to be running 90 to 95% uptime. They're trying to stretch out periods between shutdowns from two years to maybe five years. At the same time, operational safety and environmental issues are big. They're trying to squeeze out all the production they can, so if we can help find them some little bit of hidden capacity, that's great."

The long-term prognosis for chemical manufacturing and refining in western Europe is not the best, with much production going elsewhere. "It will never migrate fully out of Europe, but a lot of the bulk chemicals are already gone," Nyquist says. "The challenge that a lot of those companies have is the difficulty of closing plants and laying people off. So some of those producers have their hands tied. They aren't necessarily competitive on a global scale, yet they can't afford to shut the plants down. Whatever they can do to make those plants more productive, more available, that's what they're trying to do."

PlantWeb is designed to help with those very tasks. "The whole idea of PlantWeb is running plants more efficiently: saving energy, monitoring equipment health and asset optimization. If we can help prevent unscheduled shutdowns, that's gold to these guys. All the predictive intelligence we embed in our devices is right on for the western European mature markets. We've got enormous interest in wireless. They've got to run these plants better, but to put in more measurement points to optimize the process if they have to run wires is very costly. To go into an existing plant where the cable trays are already full, it's very difficult. I have a lot of people looking at wireless technology."

That's one side of the market. But eastern Europe and Russia are a much different picture, where the drivers extend well beyond market pressures.

"There's a lot of oil and gas there, but the government wants to flex its muscles and control those resources. There have been deals struck with production companies in the past, and Putin wants to renegotiate those and change the game. So the political situation is very dynamic for our customers. These companies have agreements that are changing day by day, and it's very difficult to keep up.

"The Russians have some huge projects right now, developing enormous fields and putting pipelines in all the way to China. We completed a large project on Sakhalin Island with Exxon out on the eastern tip near Japan. There is also a lot of construction in the middle of the country

in Siberia. There aren't many people there, but there's a lot of gas so they're putting in pipelines to take it to China and Japan. There is also an enormous reserve in the Berent Sea, called the Stockman field, and they've just signed a deal with Total to develop that. Right now it's a bit of a land rush for the oil and gas in Russia. What's important for them is to get the technology to get it out of the ground. They're trying to get the projects done quicker, more cost-effectively, so here it's all about project execution.

"There's also a major market in chemical manufacturing and refining where they're revamping old plants in Russia and eastern Europe that were built 30 and 40 years ago with Soviet technology," he continues. "They haven't been kept up. There's a huge opportunity for us to bring those plants up so they can compete."

European customers are well-represented at the Exchange this week, but most are from the west. There are attendees from oil companies, refineries, pharmaceutical manufacturers, chemical companies, EPCs from London, Paris, Milan, Rome and eastern Europe. "We have a couple hundred people here from Europe," Nyquist says, "but I don't think there are many from Russia."

What are they here to see? "Wireless is a big interest in Europe right now. We just launched wireless in January, so a lot of people are coming to see how that's going. They're also coming for the asset management and asset optimization tools. Those are the two key areas. They're already familiar with PlantWeb."

While most people in the U.S. think Europe is very similar, there are very distinct differences between the two regions. "Growing up in the U.S. and doing business here, you get used to a certain paradigm, and you expect the whole world to work that way. When I go to Europe, I'm reminded that we've got about 17 major countries and more, when you count the small ones. They all have a different set of rules, a different set of standards, a different set of laws and different cultural aspects. The French do it differently than the English, they do it differently than the Russians and so on. How all those work is one of the biggest things for any North American to learn.

"Second, there are differences in the regulatory climate. A lot of the countries are regulated more stringently, and the EU has put new requirements on manufacturers like the CE stamp, the hazardous substance initiatives and environmental standards. So those are big things as we design and manufacture our products so we conform to a set of European standards as well. So for North American manufacturers, we have to think global and act locally."

Does Nyquist agree with Leo Rodriguez's comment in Monday's issue that Latin American companies are more open to new technologies than Europeans?

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## Road Map Pt.2

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**or will there likely be an incremental move through a fieldbus? Do you see plants making a direct jump from 4-20 mA to wireless?**

*Berra:* From my personal belief, I don't see wires ever going completely away. The reason for that is that there is a body of devices that need a lot of power just to operate. And so things like a magnetic or Coriolis flowmeter just aren't practical to power with batteries. If you have to get power to these things, you might as well do the signal wires, too. My view of where this goes is a mix of devices on a fieldbus and wireless. We can also see things that get power from wires but communicate with wireless. The decisions customers make come down to economics, their operating philosophy and those kinds of things. I'm not sure the path to wireless leads through fieldbus. Wireless comes on top of everything and takes over some applications that were wired before, but it also adds a new range of applications that didn't exist before. Those are done wirelessly, and the two work hand-in-hand. The wireless gateways will have fieldbus and Ethernet connectivity as well. All of that goes back to the control system.

*Zornio:* The question is what will the grassroots plant of 15 or 20 years from now look like? Will the only wired instruments be the ones that can't be wireless for some reason? In the same way that a lot of developing nations never put in wired telephone infrastructure, will the plants of the future skip putting in a wired infrastructure other than where they have to? If it gets to that, we've succeeded. We have customers who ask us, "If we're building a new plant, how wireless could we be?" For now, we'll be a little more conservative but think of it as a list of measurements you want from your process. At the top are the "absolutely most critical" down to the "nice to have" items. In the wired world, you draw a line somewhere down the list and say, "These are the ones we can afford to do." With wireless, we can move that line to include more instruments. One of these days, every item that is an indicating controller could be wireless. It could happen very quickly, like in five years. That's pretty quickly in process industries.

*Berra:* Even today in the wired world, there are sometimes three to four times as many measurements made as outputs to control valves. There's a lot of indication monitoring, either for trending or just getting a sense of what's going on. In the old days, they tried to multiplex those things. I think wireless is a candidate for all those.

**CE: What's a customer to think about**

**SmartWireless, WirelessHART, SP-100?**

*Berra:* A company like ours had to make a decision when the standards process is under way. Standards processes are not the fastest things in the world. We wanted to go to market with something to get the process started. We put SmartWireless out on what we believed was the emerging wireless HART standard. As the WirelessHART standard developed, there were meaningful changes adopted to make the standard even better. We were part of it, along with the other engineers, and so now our task, which we announced Monday, is to move to the WirelessHART standard. A customer does not need to worry about forward migration. We will continue supporting whatever they have; we'll offer upgrades, migrate, all of that to get to WirelessHART. We are totally committed to



**Left: Emerson's Berra said, "It's our fervent hope that since the same people who worked on WirelessHART are working on SP-100, the WirelessHART technology will be adopted by SP-100 as the sensor level standard." Below: Cisco's Tinker (left) said, "In terms of the coexistence of the mesh networks and the higher-level networks, we've done a lot of testing of the two product portfolios to make sure they can coexist well. The results of this have been very positive." Emerson's Zornio added, "If somebody is doing both sets of networks...they have to do some planning about how they want to interconnect the two."**



doing that. We're not going to keep two separate platforms.

*Zornio:* John mentioned that we based SmartWireless on what we thought WirelessHART was going to look like, which might lead to the obvious question: Why did you choose that rather than what SP-100 was going to look like. The answer to that question is that SP-100 was not far enough along to really have a meaningful definition of the technology to shoot for, as evidenced by the fact that now we have a finished and completed WirelessHART standard, and we still don't have a draft of SP-100. The speed of the two organizations was quite different.

*Berra:* On the SP-100 front, the indications are that the essential components of WirelessHART are totally in sync.

*Zornio:* Some people want to make SP-100 sound like a done deal, but if you said, "Go make a product that looks like SP-100," it doesn't look like anything right now. Your other choice is to sit on your hands and wait. We chose not to do that.

*Berra:* The question you should be asking is,

"What are you marketing, and what are you going to commit to?" Until such time that the market goes a different way, that's what we're going to supply. It's our fervent hope that since the same people worked on WirelessHART are working on SP-100, that the WirelessHART technology will be adopted by SP-100 as the sensor level standard. That would be the best thing for the industry, and we'll work toward that direction. **CE: One of the points that you've made about SmartWireless is that a customer doesn't need to a site survey or extensive planning of their networks. Is that position changing as you move into more integrated systems?**

*Zornio:* If somebody is doing both sets of networks — the higher speed and the sensor networks — they have to do some planning

about how they want to interconnect the two.

*Tinker:* Let me answer two pieces of that. The first one is that in terms of the coexistence of the mesh networks and the higher-level networks, we've done a lot of testing of the two product portfolios to make sure they can coexist well. The results of this have been very positive. The second part of the question is in the design and installation phase: What type of site survey and what type of design work do you have to do upfront. In the high-speed plant networks, we do recommend that there is some type of site survey. We at Cisco bring the tools to the table to do that in a predictive way. More important is acknowledging

the dynamic nature of the production and process environment. The site survey you do one day may not be the same three days later. We've built our products and solutions to be dynamic, so they're constantly understanding the RF topology of the plant environment and adjusting in order to deliver the best coverage and service. Historically, site surveys were a static exercise. We look at them as an exercise in order to get the right topology in place and, beyond that, make sure your system is smart enough to be able to adapt to the real world.

*Zornio:* The fundamental flaw in the original site survey approach is the attitude that, "This connection worked, so it will always work."

*Tinker:* And that was the fundamental flaw in the original products in this space, they were fundamentally static products, and I think that's why there was some discomfort with the early experiences the early engineers had with wireless. Their world was dynamic, but the solutions they were putting in place were not. Now the solutions are dynamic, so they can live within the same world.

# Laughter for Dessert: Satirist Bob Hirschfeld Targets Funny Things We Do in Business

Attendees at the Emerson Global Users Exchange were served a lighter fare at lunch on Wednesday as they were treated to the humor of satirist Bob Hirschfeld. His routine on the "funny things we do in business" had conference attendees laughing out loud throughout.

We captured a few of his humorous lunchtime remarks to share with you below:

- On running your family like a business: "You'd call your vacation a team-building retreat, your wedding anniversary peer review and your kids' monthly allowance unearned income."
- On what might have happened if business and technology had dominated throughout history: "Eve would have given Adam an Apple computer; Columbus would have discovered America Online and the Declaration of Independence would be called the Mission Statement of America."
- On the ease of dealing with today's voice-recognition systems: "Hello, tell me what you are

calling about?" "My Internet connection is down." "Oh, you want to take a balloon ride with an ostrich. Is that right?"

- On the impact of technology on business: "Half of all IT projects end in complete failure. That means that half of them actually work!"
- On computer error messages: "You did not power down your computer properly. As a result, you will now be subjected to a three-hour diagnostic test."
- On features we'd all like to have on our computers: "Extend my deadline by another week." And, "find me a way out of this project."
- On surfing the Net "Perhaps it would be more accurate to say we are serfs to the Net."

Learn more about Hirschfeld at [www.bobsfridge.com](http://www.bobsfridge.com).



Satirist Bob Hirschfeld entertains attendees at the Emerson Global Users Exchange during lunch on Wednesday.

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## NEW PRODUCT

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# Enhanced Software Offers High-performance Business Intelligence for Manufacturing

Next-generation software to help continuous process, batch and discrete manufacturing companies gain deeper insight into their operations is now available in the latest version of Incuity Software's business intelligence (BI) software for manufacturing. Version 2.5 of IncuityEMI also serves as a platform for developing composite manufacturing applications.

"The global manufacturing sector is presently experiencing a 'perfect storm' in which enterprises are being buffeted by factors such as global climate change, heightened international competition and elevated consumer expectations, all of which are forcing them to manage their businesses more efficiently and with greater agility," Doug Lawson, Incuity CEO, said. "They already have many different computer systems in place for running the enterprise, from plant floor automation systems to enterprise business

systems. These systems are generally silos of incompatible data, so the only way to truly optimize operations and processes and stay ahead of the impact of these external forces is to tackle the situation as an information problem. This means users need to be able to connect to all of these different systems, aggregate data and present relevant information in a way that ordinary people can grasp its significance and act on it in a timely manner. Version 2.5 of IncuityEMI is the only solution available that enables this integrated information approach."

Capabilities of the new version include:

- Point-and-click configuration of Incuity's Unified Production Model. Users can now easily adopt and extend industry models like ISA S95 or model their physical assets and equipment, products, schedules, inventories, suppliers and customers from the ground up.
- SQL Server Stored Procedure access to the

Unified Production Model. IncuityEMI now provides complete access to all connected control and business data sources via Web services, the .Net object model or stored procedures, making it a flexible and productive platform for developing composite manufacturing applications.

- Enhanced internal "Incuity" tags make it easier to integrate manually entered data, and calculate, process and aggregate data from external sources.

A typical Incuity 2.5 system with connectivity to both business and manufacturing applications starts at roughly \$25,000 and is available for immediate shipment. Incuity Software, Mission Viejo, CA, is a leading supplier of business intelligence software for manufacturers, with more than 45,000 seats installed in 13 languages in more than 40 countries.

For more, visit the Incuity Website at [www.incuity.com](http://www.incuity.com).

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## Global

Continued from page 4

"In general, I think that's true. Europeans tend to be more skeptical; they like to wait and see a little more rather than jump out and try new technology. In Russia, you have engineers that grew up during the Soviet era who have a, 'that's

the way we were always told to do it' attitude built in. It can be very hard to break those sets of rules and get them to try new things. Engineering companies in Europe like to use their favorite technologies. It's easier for them, because they've done it that way for 20 years. Having worked in many world areas, there are others that adapt new technologies faster. That's part of our challenge. How do we get those companies

to understand the value of those technologies and take that step out? Some companies are very good about it, especially in the oil and gas sector. They're very interested about wireless and how they will use it to build their plants in the future. We also see multi-nationals who push hard. Companies like BP know they're using new technologies in other parts of the world and push them into Europe."