



Partner: ICONICS

Website: www.iconics.com

Partner Size: 200 employees

Country or Region: United States

Industry: Professional services—
Software engineering

Partner Profile

ICONICS creates 3-D visualization and manufacturing intelligence software. Based in Foxborough, Massachusetts, and with offices in nine countries, the company won a Microsoft Partner of the Year award for ISV/Software Solutions in 2008.

For more information about ICONICS products and services, call (508) 543-8600 or visit the website at:
www.iconics.com

The technology in GENESIS64 works with Microsoft Lync Server 2010 to give customers a 360-degree view of their entire operation.

GENESIS64 is a people-ready solution that plant-level workers and IT professionals can use to integrate real-time manufacturing and business information into a common, web-enabled visualization dashboard. The solution takes advantage of 64-bit technology and integrates with Microsoft Lync Server 2010 to help make collaboration using plant information easier than ever before.

Business Needs

How to get the right information to the right people in real-time is a fundamental challenge that manufacturers face every single day. And when a critical problem occurs, every precious second can mean hundreds or even thousands of dollars.

From the plant floor and facility operations all the way up to the executive boardroom, the goal is not simply to address problems faster; the goal is to pinpoint trends and eliminate potential problems before they affect the customer's bottom line. An effective way to accomplish this

goal is to streamline the decision-making process for information workers and key stakeholders at all levels.

In today's information-driven society, organizations are turning to communications-enabled business process (CEBP) solutions built on Microsoft Lync Server 2010 to help them gain a competitive edge and increase their operational efficiency.

Solution

ICONICS GENESIS64 with Microsoft Lync 2010 integration provides plant operations and

business decision makers with a fully integrated unified communications platform alongside its HMI/SCADA and visualization suite.

Previously, when manufacturing personnel needed to collaborate with field service technicians to repair on-site problems, they had to rely on a simple phone connection. By using GENESIS64 with Microsoft Lync Server 2010, information workers can collaborate and exchange ideas in real time to solve problems faster and make better decisions.

ICONICS has integrated both notification and presence technology from Microsoft Lync to provide alerts and alarm notification functionality to plant operations personnel.

By integrating with Microsoft Lync, ICONICS can offer a powerful unified communications platform to customers via multichannel notifications.

Integrated presence controls in GENESIS64 make it possible for key stakeholders to contact the right person at the right time. This helps them to improve reaction time to issues and keep their

operations running predictably and smoothly.

Designed from the ground up using OPC Unified Architecture and 64-bit multicore hardware platforms, the GENESIS64 suite includes modular solutions that simplify connectivity from the plant floor and facility operations to corporate business systems. Compatible with the Windows 7 operating system, and certified for the Windows Server 2008 operating system, the solution supports the integration of real-time manufacturing and business information into a common, web-enabled visualization dashboard.

In addition to supporting Microsoft Lync, GENESIS64 takes advantage of 3-D hardware acceleration, Windows Presentation Foundation, multitouch capability, and more, resulting in an increase in productivity for users.

Benefits

ICONICS GENESIS64 real-time visualization software together with Microsoft Lync provides customers with the following key benefits:

- Increase operational efficiency by improving response time and reducing latencies inherent throughout the process using integrated presence information and multichannel notifications and alerts.
- Make better, faster decisions by capitalizing on the knowledge of subject matter experts throughout the enterprise.
- Reduce operator training time and improve their ability to visualize and interact with their operations by providing contextual information in notifications and instant alerts.
- Eliminate downtime and increase plant performance through an enhanced level of communications.