

Industrial IT & Connectivity

The Greening of Industry
Sustainable Transformation
The Role of IT & Connectivity

Panelists

- Alan Johnston – MIMOSA President, OpenO&M™ Initiative Chair
- J. Patrick Kennedy – CEO and Founder OSIsoft
- Eduardo Ballina – Wonderware
- Mark Hepburn – Iconics
- Sandy Towle – ARC Advisory Group

Topics

- Why The Luddites Can't Be Allowed To Win
 - Technology clearly enables a better life for many, many more people
 - Earths Estimated Human Population
 - 1750 – .79 Billion
 - 1850 – 1.25 Billion
 - 2008 – 6.6 Billion
 - Retrenchment condemns billions to misery and starvation
 - 99% of all species which ever lived on earth are extinct
 - Humans had nothing to do with 99.99% of the extinctions
 - Responsibility must accompany self awareness
- Sustainable Transformation Parallels
 - IT/IS Architecture – Evolutionary, sustainable approaches are required (and somewhat understood)
 - Useful Information (versus data) **MUST BE SHARED FOR STRATEGIC DECISION MAKING**
 - Industry – Sustainable, thoughtful evolution is **REQUIRED**
- The Value of Pragmatic Collaboration
 - Between Green Activist, Government, Energy Producers, Energy Consumers and Supplier Communities
 - Cross industry
 - Stop re-inventing wheels
 - Leverage best practices and best of breed solutions from multiple industry groups
 - Creating a unified market opportunity for more efficient and interoperable integrated energy solutions
 - DoE Related - Oil and Gas, Electric Energy
 - DoD, Related - Military Service Branches
 - Enabling rationalized Public/Private investment strategies
- The Path Forward – Towards A Sustainable Future
 - PANIC is always counterproductive
 - Hucksters are everywhere - What some want to hear
 - Honest Conversations Are Required – What everyone needs to hear
 - A **CRITICAL MASS** of stake holders can and must be brought together on a systemic basis