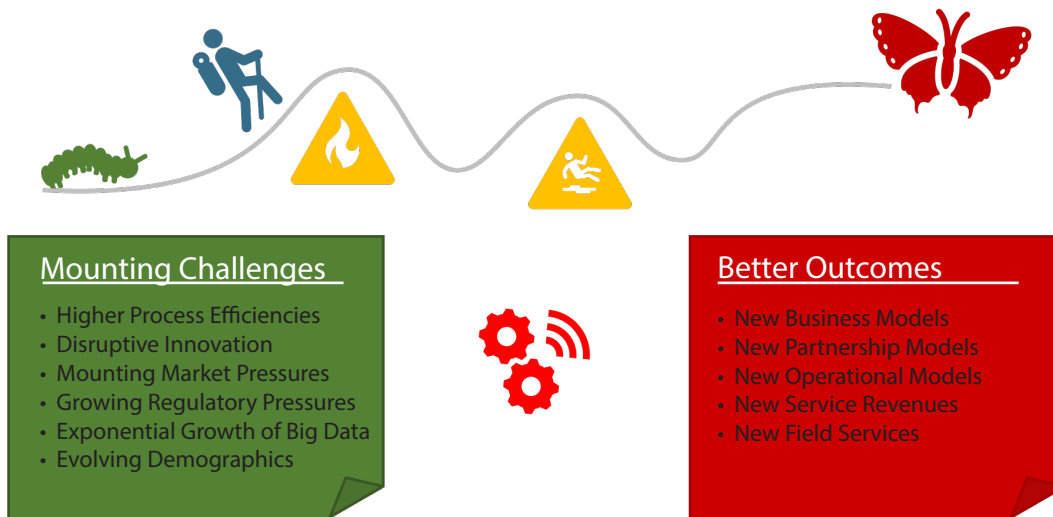## Meet the Challenge of Digital Transformation

Digital Transformation (DX) is revolutionizing industry. Many forward-thinking organizations have adopted digital technologies to slash costs and improve efficiencies of their industrial processes. The current pandemic, the changes it has forced on the workforce and the exponential increase in remote access requirements have catapulted the need to accelerate the enterprise's DX journey to the top of the priority list. Long-term goals have sped to the front to become short-term goals and the better outcomes targeted down the road are the outcomes necessary for current survival.

Because it is a new industry model, even in normal conditions, DX constitutes a huge challenge. The better outcomes promised are accompanied by mounting challenges.

Mounting Challenges

- Higher Process Efficiencies
- Disruptive Innovation
- Mounting Market Pressures
- Growing Regulatory Pressures
- Exponential Growth of Big Data
- Evolving Demographics

Better Outcomes

- New Business Models
- New Partnership Models
- New Operational Models
- New Service Revenues
- New Field Services

A sampling of factors that play a major role in the DX journey:

Business	Technology	Trustworthiness
Corporate Strategy	Cloud/Edge	Security
Investment & ROI	Hyper Connectivity	Privacy
Organization	Cybersecurity	Safety
Processes	AI & Analytics	Reliability
Supply Chains	Digital Twins	Resilience
Workforce	Distributed Ledger	

Incorporating these and other factors into the DX journey requires expert resources and guidance.

The Industrial Internet Consortium was founded in March 2014 to accelerate the adoption of the industrial internet through collaboration. Now Industrial Internet Consortium members reimagine business and industry by driving successful DX initiatives. The activities, programs and resources of the Industrial Internet Consortium, now receiving heightened attention, have been developed collaboratively over the years by experts from all industries around the globe.

Collaboration: The Power of the Ecosystem

The Industrial Internet Consortium provides industry with the guidance and technologies needed to ensure DX success and compete in today's markets. Members work collaboratively with the common goal to speed the commercial use of advanced and emerging technologies. Membership includes small and large technology innovators, vertical market leaders, researchers, universities and government organizations.

Joining Industrial Internet Consortium connects your organization with experts in the technologies that drive DX initiatives across all industries, expanding your access to expertise and viable technology solutions. The Industrial Internet Consortium ecosystem connects technology users with solution providers to accelerate your path toward pilot and full deployment of IoT.

Why Join an Industry Consortium?

- Pool resources to solve technology challenges
- Accelerate your R&D efforts
- Influence the direction of the industry
- Stay ahead of trends and adapt your strategy

Why Join Now?

- Shorten time to value of new technologies
- Tap into expertise and deliver immediate results
- Transform operations to produce better outcomes
- Be a leader in moving from design to application

Why Join the Industrial Internet Consortium?

- Find business partners for collaborative solutions
- Use the learnings to drive product development
- Develop and test implementations
- Increase your thought leadership position

For Marketers:

- Expand your audience, build brand awareness
- Get public relations & speaker placement support
- Access premium exhibit space at low cost
- Leverage publishing opportunities

About Industrial Internet Consortium

The Industrial Internet Consortium is the world's leading organization transforming business and society by accelerating the Industrial Internet of Things. Our mission is to deliver a trustworthy IIoT in which the world's systems and devices are securely connected and controlled to deliver transformational outcomes. For more information and a comprehensive list of our offerings, please visit us at **www.iiconsortium.org/about-us.htm**

Membership

Industrial Internet Consortium membership is by annual subscription based on your organization's annual revenue. It entitles all employees access to testbeds, work products, experts, ideas, inspiration, teleconferences and face-to-face meetings.

Members extend the reach of their news and offerings through the amplification offered by the Industrial Internet Consortium marketing channels. Join the ecosystem to contribute, learn and take what you learn back to your organization. To join the Industrial Internet Consortium, visit **www.iiconsortium.org/become-member.htm** or email **info@iiconsortium.org**.

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