



# Bassam Zarkout

Executive Vice President



Member since 2017

Small Industry Member

- Co-chair, Digital Transformation Working Group
- Co-chair, Ecosystem Task Group
- Member, Trustworthiness Task Group
- Co-author, IIC Industrial AI Framework
- Author and peer reviewer, Journal of Innovation

## Why is IGnPower a member of the Industry IoT Consortium?

IIC is one of the centers of knowledge in the Industrial IoT market. IIC membership provides an opportunity to raise the profile of IGnPower in the IoT space, interact with the who-is-who in that space, company-wise and individual-wise. It is also an opportunity to participate in discussions and endeavors that define and advance the adoption of the IoT in the market.

## How has IGnPower benefited from being a member of the IIC?

Membership in the IIC has raised the visibility of IGnPower as a trusted and reliable consulting practice in the IoT space. IGnPower has co-authored major papers in the areas of Digital Transformation, Data Protection and Trustworthiness of Systems and is also working with other members to develop a framework for Industrial AI. We are one of the leading members guiding the development of the Digital Transformation strategy for the IIC and its members. Through these activities, IGnPower enriches its knowledge of the Industrial IoT marketplace and solutions, which we can share with our clients.

## What do you participate in at the IIC?

I take a proactive role in a range of activities. I attend face-to-face quarterly meetings (which are now virtual). I lead the Digital Transformation Working Group that provides transformational guidance and best practices for all aspects of developing, deploying and operating Digital Transformation solutions: innovation, vision and strategy development, business-case creation, architecture design, technology selection, implementation, testing, rollout and operations. I also chair the Ecosystem Task Group, which runs the IIC Community Forum. In addition, I am currently leading the development of the Industrial AI Framework and actively participate in the Trustworthiness Task Group and have contributed to several papers by this group. Finally, I am a regular contributor to the IIC Journal of Innovation, both as an author and co-author of articles and a peer reviewer of other members' articles.

## What advice would you give new members?

The IIC environment is rich in knowledge and smart people. My advice to new members is effective engagement. Participate in various IIC activities and then hone in on specific areas that benefit your organization and strategy. It is important to set explicit objectives in terms of active participation in specific testbeds and important deliverables (papers, frameworks, etc.) and to pursue these objectives. This is best done by involving your staff (at the right level) and perhaps complementing these efforts by working closely with other member organizations such as IGnPower (to shorten the learning curve and widen the breadth of involvement).

