Michael Thomas

Systems Architect

Member, Edge Computing Task Group, Innovation Task Group, Digital Transformation Working Group, Trustworthiness Task Group
Author: "Intelligent Realities For Workers Using Augmented Reality, Virtual Reality and Beyond,"
Author: "Artificial and Human Intelligence with Digital Twins"
Author: "The Digital Transformation of Workers' Realities"

Member since 2017

Large Industry Member

Why is SAS a member of the Industrial Internet Consortium?

SAS is an AI and analytics company and the IIC ecosystem helps us accelerate the market. We joined to ensure that we had a seat at the proverbial table and a voice in developing the market. As a member we've met valuable partners and used the IIC platform to discuss our technology with a targeted audience

As a Systems Architect at SAS, I'm a member so that we can be well informed about how our technologies should intersect across the industrial IoT space, and to connect with others in the area.

How has SAS benefited from being a member of the IIC?

Several SAS colleagues engage in various areas of IIC. SAS has participated in testbeds, written articles for IIC, presented at IIC events, hosted SAS webinars on the IIC channel and attended every IIC quarterly meeting since we joined. These activities have led to valuable dialogs with partners and customers as well as gave us a platform to discuss our technology with a targeted audience. For me, IIC participation has been crucial to developing my 'intelligent realities' concept – digitally transforming workers' realities in order to make the reality of work better.

What do you participate in at the IIC?

I regularly participate in the edge computing, innovation, digital transformation, and trustworthiness groups. In addition to regularly participating at IIC meetings, I've also presented at externally facing IIC events. I've published three times in the IIC Journal of Innovation: "Intelligent Realities For Workers Using Augmented Reality, Virtual Reality and Beyond," "Artificial and Human Intelligence with Digital Twins," and "The Digital Transformation of Workers' Realities."

What advice would you give new members?

Engagement is key. While you will get plenty out of just listening to and reading other members, you'll get the most value by contributing to publications and events. My advice is to attend new member orientation and understand the structure to figure out where you can add the most value. It could be testbeds, or one or more working groups, but it takes time to figure it out. I think some people want to jump in quickly and find immediate value but it takes time to nurture relationships and figure out where is best to apply your energy.