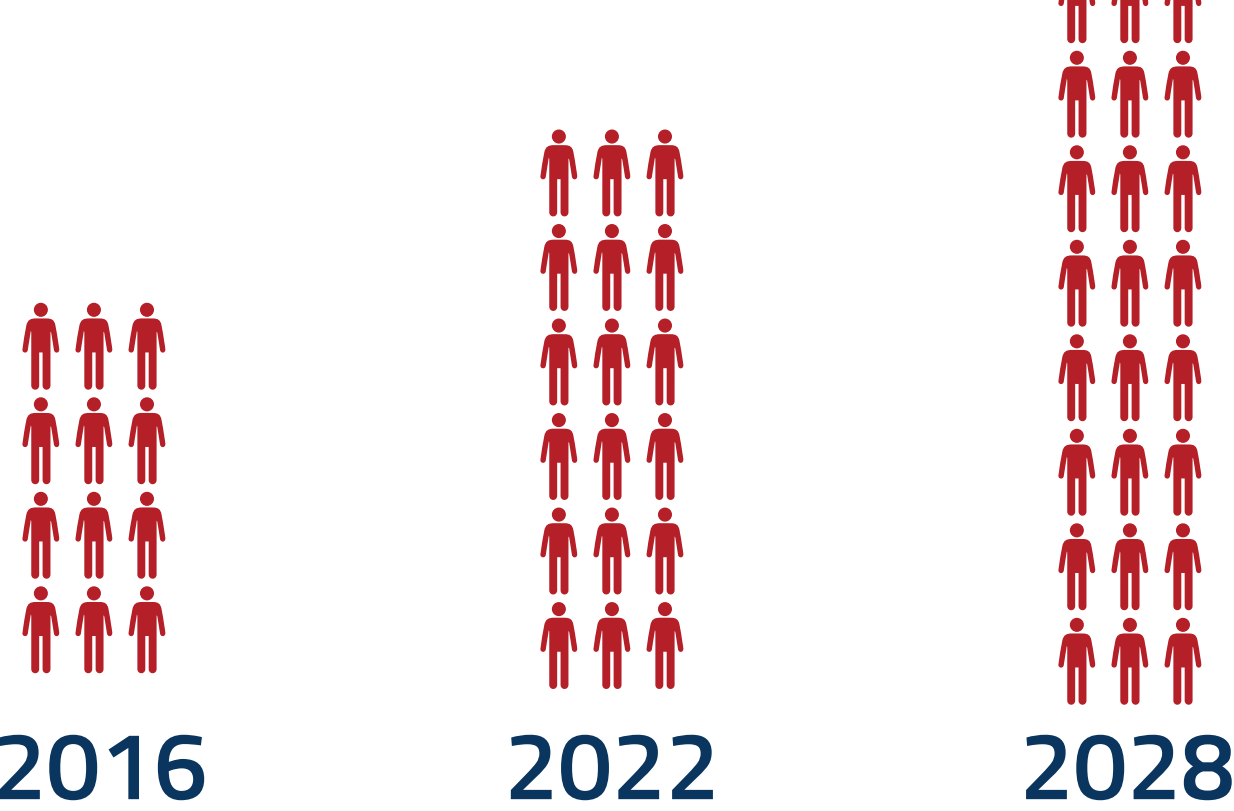


# HOW TO OPTIMIZE YOUR ORGANIZATION'S CAPITAL INVESTMENT

## GLOBAL CHALLENGES

**5.2 BILLION**

MIDDLE-CLASS CONSUMERS BY 2028



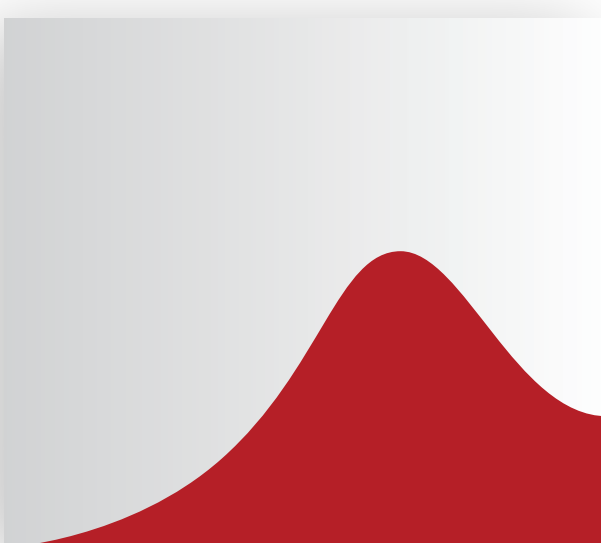
ANTICIPATED ANNUAL MIDDLE-CLASS SPENDING BY 2030

**\$64 TRILLION**

## IMPACT IN US MANUFACTURING

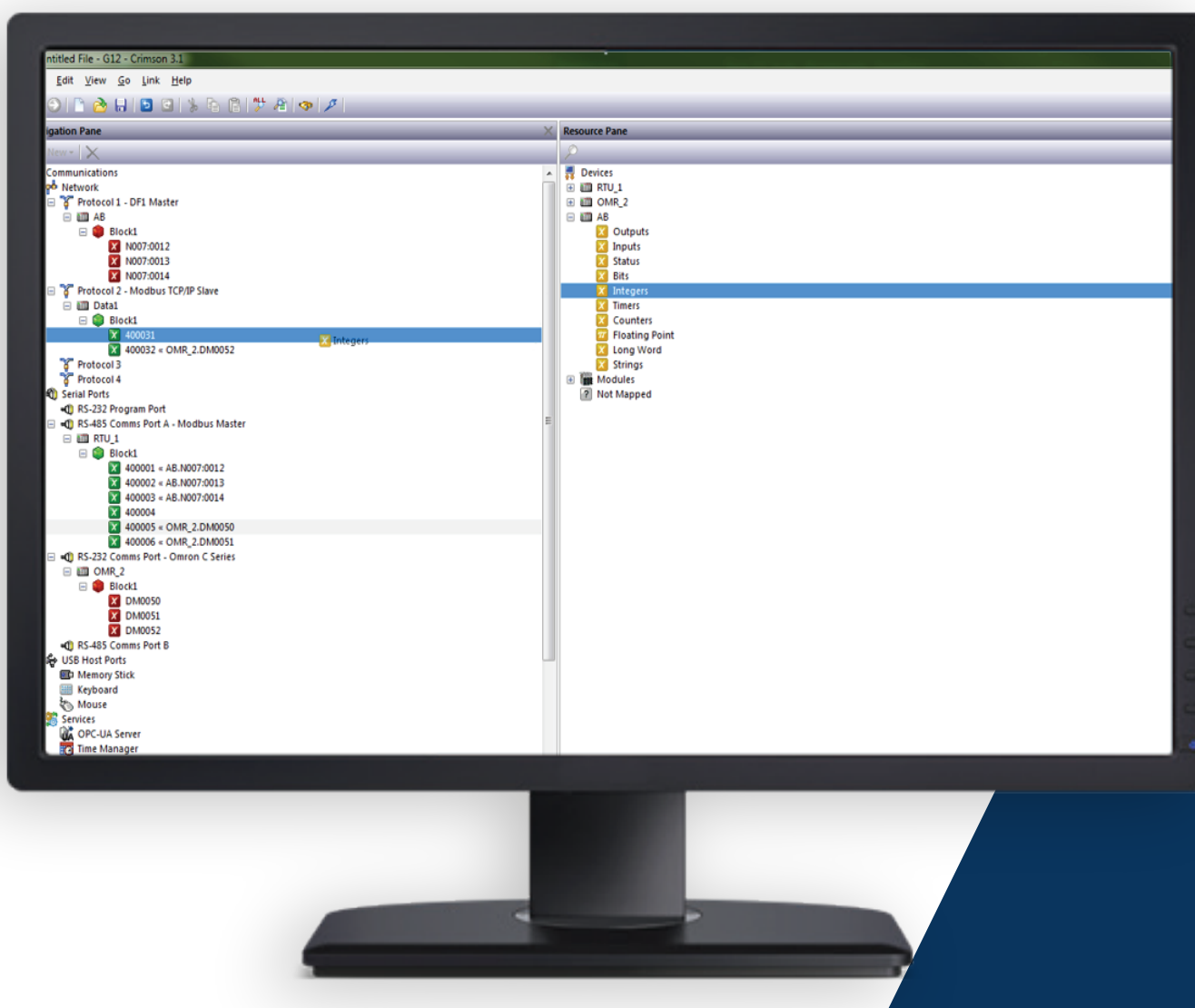


NEARLY **75%** of US manufacturing plants are more than 25 years old



EVEN THOUGH NEARLY 50% of oil production assets are past their lifecycle midpoint, energy companies have had to cut capital budgets by **20-50%**

## SOLUTION



Seamlessly leverage existing infrastructure by integrating new intelligent devices.

Bridge the communication gap between disparate serial, Ethernet and fieldbus devices, orphaned by incompatible communications standards, using a simple point-and-click user interface

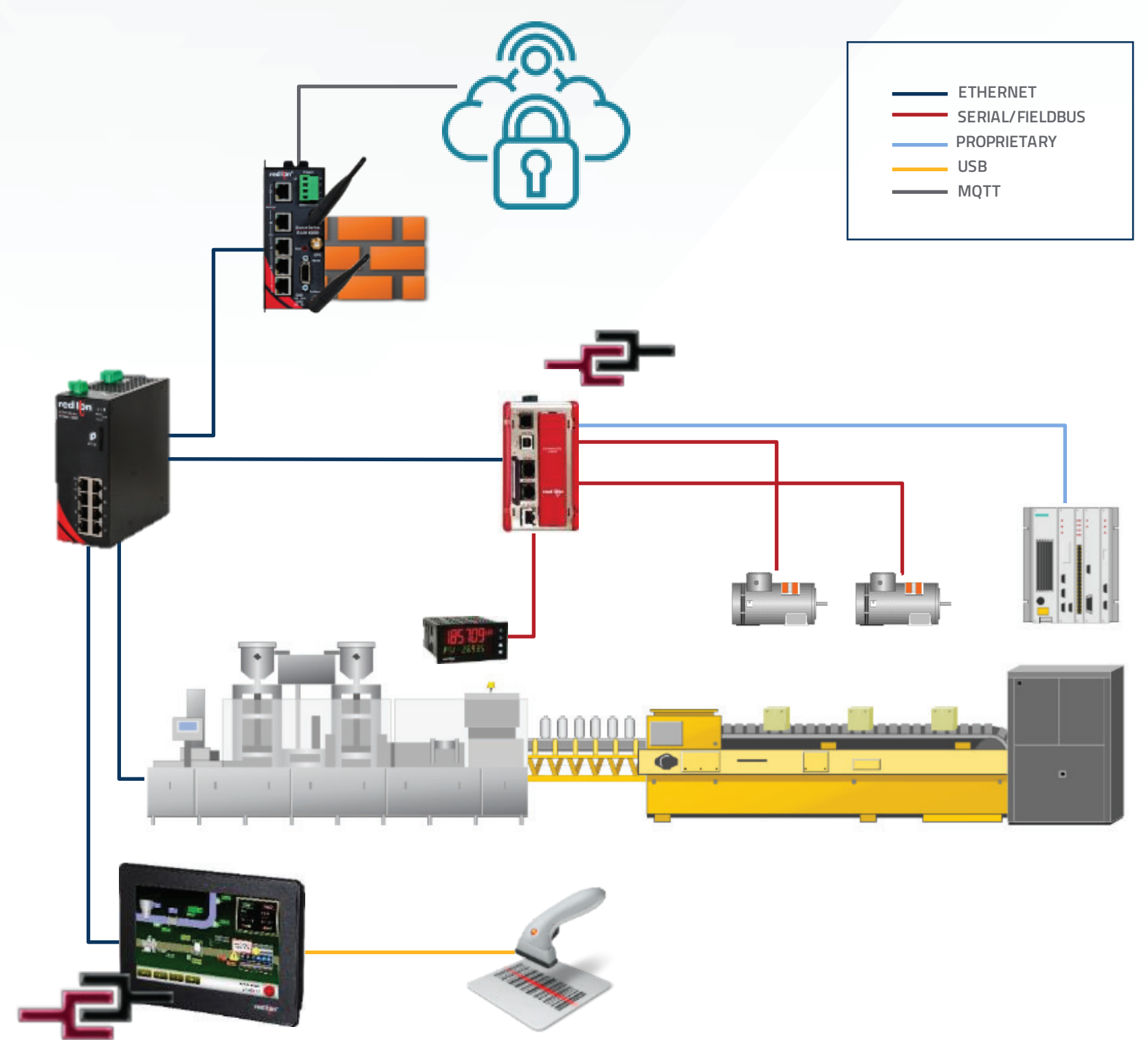
## DELIVER GREATER BUSINESS AGILITY THROUGH ENTERPRISE REPORTING

### ENTERPRISE REPORTING

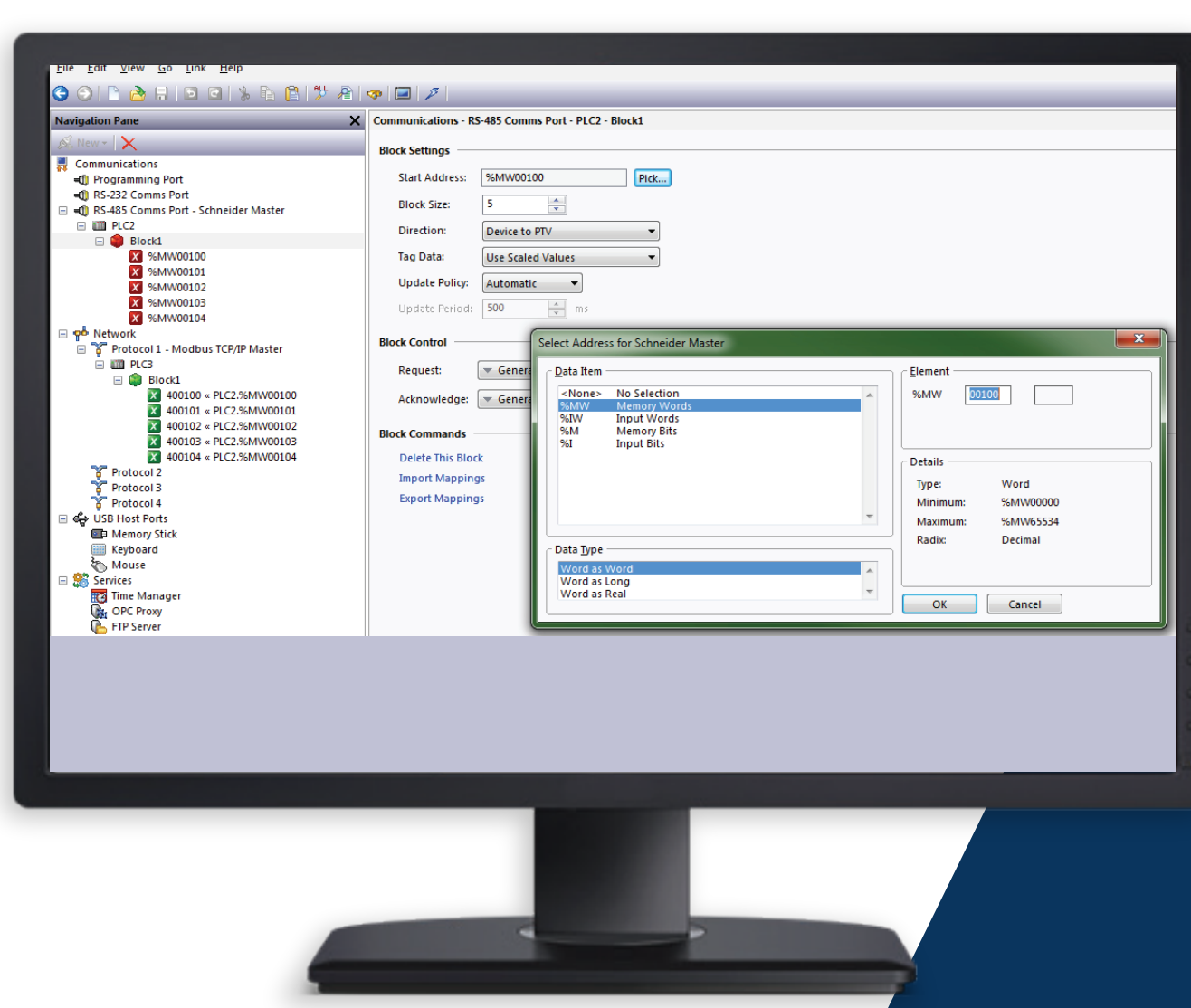
IIoT, Industry 4.0, and Lean benchmarking with access anywhere  
OPC UA Clients, ERP systems, SQL Server, Microsoft Office, IIoT Platform Connectivity & Analytics.

Industrial Equipment Manufacturers are seeing a shift in capital equipment purchasing behavior, to PaaS (product as a service) – making simple-to-configure interoperation, secure remote monitoring, and easy-to-deploy upstream enterprise data delivery all critical components of this disruptive new business model.

As optimization initiatives identify areas for improvement, Red Lion's extensive industrial driver portfolio ensures reduced cost, overhead and risk when incorporating new technologies into existing infrastructure.



## EQUIPMENT COMPATIBILITY



CRIMSON® 3.X SOFTWARE provides built-in support for over 300 industrial drivers ensures equipment remains relevant for years to come

## STREAMLINE ENTERPRISE DATA TRANSFER

- ▲ Enable Crimson's 3.1 OPC UA Server with a simple Yes/No selection
- ▲ Select any data tag to make it available to OPC UA clients
  - ▲ ADD DEADBANDS TO REDUCE COMMUNICATIONS OVERHEAD
- ▲ Eliminate the need for additional intermediate server hardware or software
- ▲ OPC UA Server is available for the following Crimson 3.1-enabled devices:
  - ▲ CR3000 HMIS
  - ▲ GRAPHITE HMIS
  - ▲ GRAPHITE EDGE CONTROLLER

