

# Applied Dynamics Targets Industrial Internet of Things (IIoT) Applications

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**September 5, 2017. Ann Arbor, Michigan.**

Applied Dynamics (ADI) today announced that David Warner, who joined the ADI Leadership Team in Ann Arbor, MI in early 2017 as Director of Applications Engineering, has established a new engineering team focused on the development and growth of Industrial Internet of Things (IIoT) applications for ADI real-time technologies.

## David Warner

With 22-years of automotive engineering experience at Tier 1 suppliers and OEMs, and most recently the Assistant Chief Engineer for the largest division of Methode Electronics (an \$800M Tier 1 Automotive Supplier), David Warner has brought strong engineering fundamentals and leadership to ADI. Along with a deep understanding of critical embedded systems, user interfaces and automotive communications, David is in a strong position to refine ADI's core technology for immediate adoption in a number of emerging IIoT applications. When asked about leaving a key position at a thriving automotive supplier, David responded that "ADI is in a unique position to leverage their 60-year leadership in real-time computation to outperform Industrial IoT competitors to serve the biggest emerging market opportunity in history... combined with the start-up culture that Scott [James] has cultivated at ADI, it was an opportunity I couldn't pass up."

David holds a Bachelor of Science in Electrical Engineering, Cum Laude, from Kettering University and a Master of Business Administration from the Stephen M Ross School of Business at the University of Michigan. "David has the strategic vision and technical background to deliver robust Industrial IoT applications to our most demanding customers," says Scott James, ADI's President and CEO.

## Industrial Internet of Things

The Internet of Things (IoT) is a techno-economic concept where the world around us is peppered with small, low-cost processors with the ability to collect data through measurements and/or connectivity to installed equipment and to add an endless spectrum of actions taken and value added. The Industrial IoT (IIoT) is when IoT devices are used in industrial applications (such as development, test and manufacturing) where precision, communication and reliability are required.

Today there is overabundant excitement about IIoT within both Wall Street and Silicon Valley. By having more and better data, better connectivity between equipment, and high-speed interconnection to data centers capable of analyzing and taking action, an industrial capability can be made better, with higher

capacity utilization, better efficiency, and higher quality. The surprising aspect of IoT is the magnitude of the value estimated to be provided by Industrial IoT investments. Accenture estimates IIoT could add \$14.2 trillion to the global economy by 2030.

Major IIoT markets include:

- Manufacturing & Supply Chain
- Transportation & Fleet
- Utilities & Smart Grid
- Extraction and Heavy Industry

#### About Applied Dynamics

Applied Dynamics helps companies make better use of modeling assets through all stages of product development, verification testing, demonstration, training, and maintenance. Applied Dynamics flagship product, the ADvantage Framework, is a real time, industrial Internet of Things (IoT) model based systems engineering software platform providing an agile, feature-rich environment for supporting the product development lifecycle through development, integration, verification, and certification. ADvantage embraces an open architecture and allows its users to leverage best-in-class COTS components and open source technologies. The ADvantage user base includes more than 50% of the Fortune 500 A&D companies and extends into marine, power systems, oil & gas, and the automotive industry.

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