

Issue No. 306

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## Driving Efficiency Gains: The Value of IIOT & Connected Applications

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## The Power of Media Coverage: Building Trust Through Credibility in B2B Markets

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MARCH / APRIL 2025

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# C o n t e n t s

MARCH / APRIL 2025 | ISSUE 306

## INDUSTRY INSIGHTS

**03** Driving Efficiency Gains:  
The Value of IIOT & Connected Applications

**11** The Power of Media Coverage:  
Building Trust Through Credibility in B2B Markets

Our first feature this month discusses the transformative impact of the Industrial Internet of Things (IIoT) and connected applications on manufacturing efficiency. By connecting physical industrial assets to the internet, manufacturers gain real-time data access, enabling them to optimize processes, predict equipment failures, and improve overall operational efficiency. Real-time data collection allows for immediate anomaly detection and proactive maintenance, reducing downtime and extending equipment lifespan. Implementing IIoT solutions also automates processes, minimizes human error, and enhances resource utilization, leading to increased production speed, accuracy, and reduced waste. Case studies illustrate significant improvements in production efficiency and reductions in downtime, demonstrating the practical benefits of IIoT in modern manufacturing. Let us know what you think!

Interested in being featured in the magazine? It's really quite simple and we'd love to get you in the queue for a future issue. Consider this magazine your platform to run the company spotlight's you'd like your target audience to see... The Gateway magazine, a valuable resource for the manufacturing industry, has always thrived on the insightful contributions of its community. While finding consistent content has presented a challenge as of late, we see this as a fantastic opportunity for our advertisers and members to shine! We're eager to amplify your stories and innovations, reaching your ideal audience through our well-read pages. It's a simple process - share your news, and we'll feature it, unlocking the limitless marketing potential this platform offers. Just ask Jeff Elliott, President of Power PR, whose featured article this month highlights the compelling impact of independent media coverage, rooted in the powerful psychological principles of social proof and authority.

Together, we can ensure The Gateway continues to be a vibrant and impactful resource for our industry. If you've got something you'd like to share, please submit it to [chris@thegatewaymag.com](mailto:chris@thegatewaymag.com)!



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Matthias Roberge

## EDITORIAL DIRECTOR

Chris Hislop

## ART DIRECTOR

Adam Kaufmann

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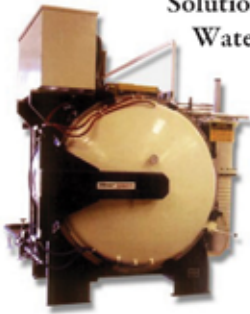
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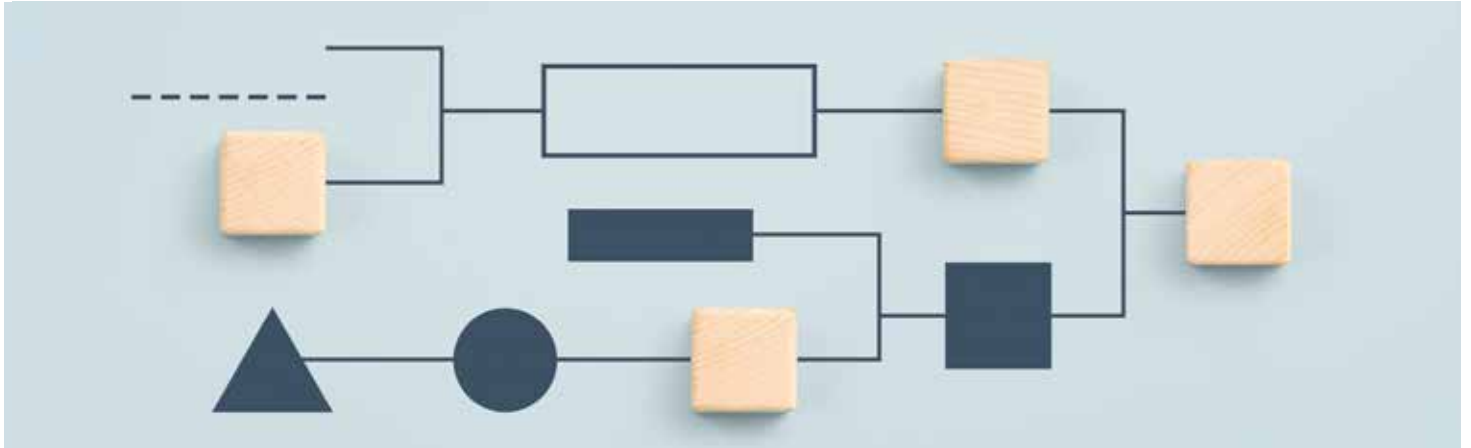
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## DRIVING EFFICIENCY GAINS: THE VALUE OF IIOT & CONNECTED APPLICATIONS

*Real-time data collection and analysis are at the heart of IIoT. By continuously monitoring equipment and production processes, manufacturers can detect anomalies, predict equipment failures, and take corrective actions before issues escalate.*

**In today's dynamic manufacturing landscape, efficiency is the cornerstone of competitiveness. The Industrial Internet of Things (IIoT) and connected applications offer transformative solutions to streamline shop floor operations, enhance productivity, and achieve significant cost savings. By leveraging real-time data and advanced analytics, manufacturers can optimize processes and make informed decisions that drive operational excellence.**





## Understanding IIoT in Manufacturing

The Industrial Internet of Things (IIoT) involves connecting physical industrial assets—such as machinery and equipment—to the Internet, allowing for real-time data exchange and analytics. According to Gartner, this integration provides manufacturers with unprecedented visibility into their operations, enabling predictive maintenance, quality control, and enhanced operational efficiency specifically tailored to industrial environments.

### Real-Time Data: The Heart of IIoT

Real-time data collection and analysis are at the heart of IIoT. By continuously monitoring equipment and production processes, manufacturers can detect anomalies, predict equipment failures, and take corrective actions before issues escalate. Gartner reports that real-time data insights can lead to significant improvements in visibility and control across shop floors, reducing downtime and extending machinery life.

For instance, a prominent automotive parts manufacturer implemented an IIoT-based predictive maintenance system. This system monitored critical parameters such as vibration, temperature, and pressure, enabling the company to predict and address potential failures before they occurred. According to Gartner, they reduced unplanned downtime by 30% and extended the operational life of their equipment by 15%.

### Enhancing Operational Efficiency

IIoT enables the automation of various manufacturing processes, reducing human error and increasing production speed and accuracy. By optimizing resource use through the use of sustainability, IIoT helps

manufacturers reduce waste and operational costs. Additionally, improved visibility across the supply chain enhances coordination and efficiency. According to Gartner, this ensures that production schedules are met and customer demands are fulfilled.

A case in point is a consumer electronics manufacturer that integrated IIoT solutions to monitor and optimize its production line. Gartner noted that by analyzing real-time data, the company was able to identify bottlenecks and streamline operations, resulting in a 20% increase in production efficiency and a 10% reduction in material waste according to Gartner's Hype Cycle for Advanced Technologies for Manufacturers, 2023.

### Predictive Maintenance and Asset Management

Traditional maintenance strategies, often based on fixed schedules, can lead to unnecessary downtime or unexpected failures. IIoT facilitates predictive maintenance by continuously monitoring equipment conditions and performance. Sensors detect anomalies such as unusual vibrations or temperature changes, indicating potential issues before they lead to failures. Gartner's research highlights that this proactive approach not only prolongs machinery life but also reduces maintenance costs and unplanned downtime.

For example, a large-scale food processing company utilized IIoT sensors to monitor the condition of its refrigeration units. By analyzing the data, Gartner reports they were able to predict failures and schedule maintenance activities more effectively, resulting in a 25% reduction in maintenance costs and a 35% decrease in unplanned downtime based on their latest Digital Twins research.



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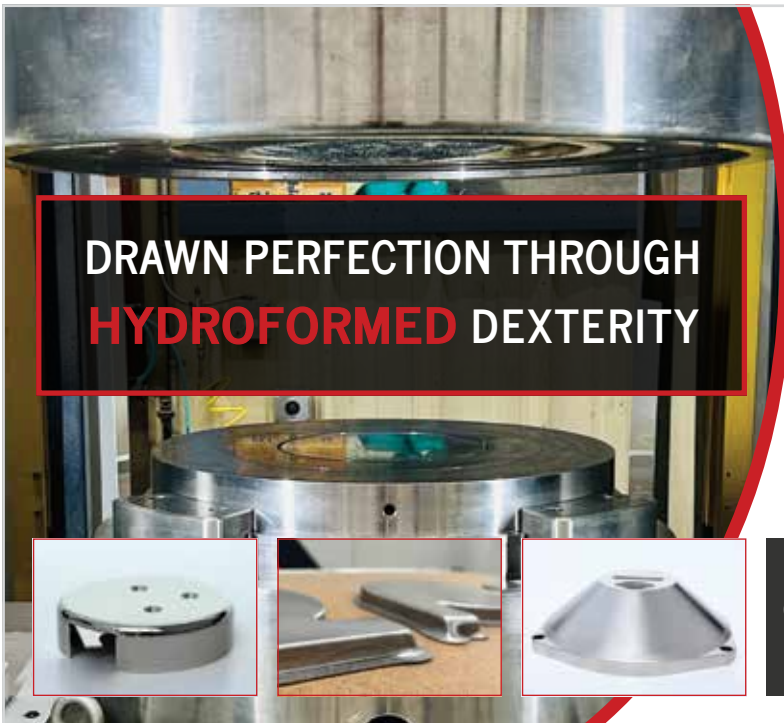


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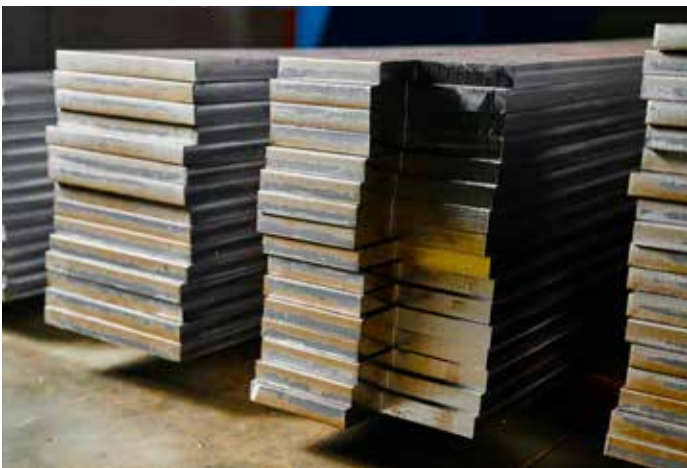
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## Quality Control and Improvement

Maintaining high product quality is essential for any manufacturer. IIoT provides tools to enhance quality control by integrating real-time monitoring systems with either with MOM/MES and Enterprise Resource Planning (ERP) systems. This integration helps track production quality at every stage, identifying defects early in the process and reducing reject rates. For instance, a medical device manufacturer reduced its reject rates from 30% to 2% by implementing a real-time monitoring system integrated with their ERP system, as noted by Gartner in their recent report, *Strategic Insights Leveraging IIOT & Connected Applications in Manufacturing*.



## Supply Chain Optimization

IIoT extends beyond the shop floor to the entire supply chain, providing end-to-end visibility. This visibility helps in tracking raw materials, work-in-progress, and finished goods in real time, reducing the need for buffer stock and improving order fulfillment accuracy. Combining IIoT with technologies like blockchain can further enhance supply chain transparency. According to Gartner, this ensures product authenticity and reduces the risk of counterfeiting.

For example, a global pharmaceutical company used IIoT to track the movement of raw materials and finished products throughout its supply chain. Gartner reports that by integrating blockchain technology, they ensured the authenticity of their products and reduced the risk of counterfeiting, thereby increasing customer trust and regulatory compliance.

## Driving Efficiency Gains with Manufacturing Operations Management (MOM) and Manufacturing Execution Systems (MES)

Manufacturing Operations Management (MOM) and Manufacturing Execution Systems (MES) are pivotal in driving efficiency gains in modern manufacturing. MOM encompasses all activities related to managing manufacturing operations, while MES specifically focuses on the execution and real-time monitoring of production processes.

Manufacturing Execution Systems (MES) focuses on the execution of manufacturing processes on the shop floor. MES provides real-time visibility into production activities, helping manufacturers track work-in-progress, monitor equipment status, and ensure compliance with production schedules. By capturing real-time data on production performance, MES enables manufacturers to identify and address bottlenecks, optimize production schedules, and improve product quality.

Manufacturing Operations Management (MOM) provides a comprehensive approach to managing all aspects of manufacturing operations. MOM encompasses MES functions but also is extended to control quality control, maintenance, and inventory management ensuring seamless communication and coordination across all areas of the manufacturing process.

For example, a leading metal forming company integrated MES into their existing MOM system to enhance shop floor operations. DELMIAWorks reports that the MES solution provided real-time monitoring of machine performance, allowing the company to track production cycles, identify deviations from standard operating parameters, and take corrective actions promptly, resulting in a 20% increase in throughput, and a 15% reduction in scrap rates.

The integration of MES and MOM systems also facilitates predictive maintenance. By continuously monitoring equipment conditions and performance, manufacturers can predict when maintenance is needed and schedule it accordingly, minimizing unplanned downtime and extending equipment life.



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## Future Trends: Artificial intelligence and Digital Twins

The future of IIoT in manufacturing will be shaped by advancements in artificial intelligence (AI) and digital twins. Digital twins, which are digital replicas of physical assets, enable real-time monitoring, simulation, and optimization of manufacturing processes. Integrating AI with IIoT systems will provide deeper insights and predictive capabilities, further enhancing efficiency and productivity. According to Gartner, the market for simulation digital twins is expected to reach \$379 billion by 2034, highlighting their growing importance in the industrial sector.

The integration of IIoT and connected applications is revolutionizing the manufacturing industry. By leveraging real-time data, predictive analytics, and advanced automation, manufacturers can optimize their operations, improve product quality, and enhance supply chain visibility. As the industry continues to evolve, those who embrace IIoT will be well positioned to lead in the era of smart manufacturing, driving innovation and excellence in their operations.

The future of manufacturing is connected, intelligent, and remarkably efficient. Embracing IIoT is not just a technological advancement; it's a strategic imperative for achieving long-term competitiveness and success.

*This industry insight was written by Senior Industry Marketing Manager at DELMIA, Louis Columbus.*

## Overcoming Challenges in IIoT Implementation

Implementing IIoT systems comes with challenges, such as integration with existing infrastructure, data management, and cybersecurity concerns. Manufacturers should adopt scalable IIoT platforms that support diverse protocols and standards. Edge computing can help manage and analyze data locally, reducing latency and bandwidth usage. Ensuring robust cybersecurity measures and technologies, such as strong authentication and encryption, is critical to protect sensitive data. Gartner highlights these considerations in their report on the benefits of IIoT for small to midsize manufacturers.

A successful implementation strategy involves starting small with pilot projects and scaling up as the organization gains more experience and confidence. Gartner suggests it's also essential to ensure that all stakeholders are on board and understand the benefits and challenges of IIoT.

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## THE POWER OF MEDIA COVERAGE: BUILDING TRUST THROUGH CREDIBILITY IN B2B MARKETS

*Positive media coverage in trusted independent publications conveys the power of both social proof and authority*

Here at the Gateway, we've been preaching since day one that this magazine is for you, the manufacturing industry. We've had some tremendous conversations over the years with our peers here in the northeast manufacturing ecosystem and we've had the great pleasure of filling these pages with company spotlights and industry insights every single month. But it's become challenging for us to find business leaders with the bandwidth to offer up their continued stories.

We see this as lost opportunity as we want all of our valued advertisers and community members to take full advantage of this platform and help spread the word of whatever you've got going on with your target audience. So, on the flipside, this lost opportunity is yours to gain. And it's easy. All you have to do is let us

know what's going on and we'll publish it in the pages of the magazine you're holding in your hands right now. The marketing reach potential of this type of media is limitless and ripe for the picking. Why? Because your target audience is flipping through these same pages...

But don't take our word for it. This month's feature was written by Jeff Elliott, President of Power PR who voices his views on the power of independent media coverage and what it means for your business.

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Psychological research, particularly by Dr. Robert Cialdini in his seminal book *Influence: The Psychology of Persuasion* (1984, Harper Business), underscores the power of social proof and authority. Social proof explains how individuals look to the actions and opinions of others to guide their choices, especially in uncertain situations. Authority reflects the weight carried by those perceived as knowledgeable or credible. These principles are at the heart of why third-party media coverage resonates so deeply with audiences.

In today's competitive industrial market, gaining credibility and trust can be challenging. Independent media coverage has proven to be one of the most effective ways to establish authority and demonstrate reliability. By focusing on newsworthiness and merit, companies can ensure their stories are featured in reputable publications, significantly enhancing their market presence and influencing customer decisions.

*"The more often people hear about you from third-party sources, the more comfortable they become with you. The more people that see your name, the more they recognize your company as legitimate."*

For EonCoat, a company producing innovative protective coatings, this approach has been transformative. Over the past 15 years, their technological advances and dedication to solving industry challenges have resulted in more than 200 articles published in respected trade publications.

"People read articles in a trade magazine, and they don't see it as marketing. They view it with much more credibility than they would any form of marketing," explains Tony Collins, founder of EonCoat.

Each well-crafted article not only highlighted their expertise but also differentiated their technology by focusing on real-world applications and customer success stories.

"The more often people hear about you from third-party sources, the more comfortable they become with you. The more people that see your name, the more they recognize your company as legitimate," adds Collins.

**Here are the key advantages:**

- Articles in trusted publications are perceived as unbiased and authoritative.
- Repeated exposure in respected media builds recognition and trust, helping potential customers feel more confident in their decisions.

- Telling a customer's story within an article creates a doubling effect of trust and credibility, as it showcases real-world results and customer satisfaction.
- For complex technologies specific to industrial markets, these articles provide a platform to clearly and effectively tell your story, often with a depth not possible in other formats.

Independent media coverage also complements other promotional efforts. Data shows that well-placed articles can build trust and authority, which in turn makes advertisements more compelling. When used

together, articles and advertising create a synergistic effect—articles provide the credibility and authority that make audiences more receptive to ads, while ads broaden the reach of the articles by driving traffic to the content. Reposting articles, sharing key excerpts, and integrating mentions in advertising campaigns can significantly extend the value of both, ensuring a cohesive and effective promotional strategy.

Published trade articles remain available and relevant for extended periods, serving as enduring endorsements. Prospects often encounter these articles during independent research, making the discovery feel organic rather than promotional. For industrial firms, this approach is particularly valuable, as it establishes authority, builds trust, and showcases expertise in solving real-world challenges.

"An article was published over a decade ago on a specific benefit of our product and we are still on the first page of Google [organic] search term results under the primary keywords, and we still get calls about it fairly often," says Collins.

EonCoat's success story highlights how strategic media outreach can drive meaningful results. For companies aiming to strengthen their industry position, independent media coverage offers a powerful means to demonstrate value, establish trust, and ultimately, foster growth.



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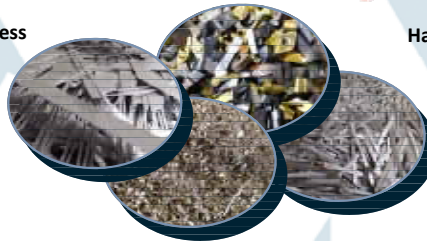
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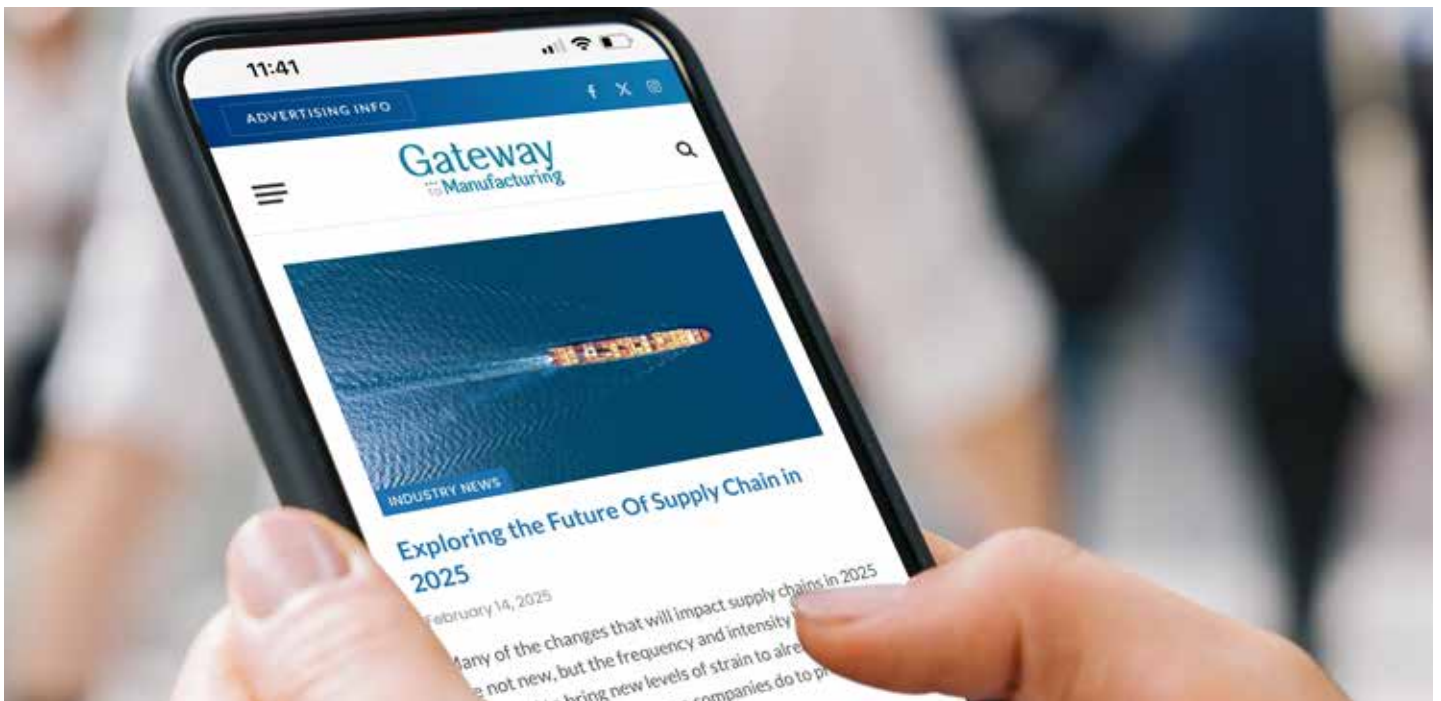
*Big enough to get things done, small enough to do them efficiently.*

*“An article was published over a decade ago on a specific benefit of our product and we are still on the first page of Google [organic] search term results under the primary keywords, and we still get calls about it fairly often...”*

Moreover, this enhanced visibility and credibility can also contribute to increasing the overall value of your business, making it more appealing for various opportunities such as attracting new partnerships, securing investor interest, entering new markets, improving employee recruitment, retaining top talent, and, when the time comes, achieving a higher valuation in a potential sale.

**Have a story you’d like to share?**

*Submit 1,000-1,500-word articles to [chris@thegatewaymag.com](mailto:chris@thegatewaymag.com). Or, if you’ve simply got an idea, let’s hear it and we can help you craft the story on your behalf. We’re here to serve you!*



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*"I get up in the morning looking for an adventure." – George Foreman*

## GE Aerospace to spend nearly \$1B on US manufacturing

*The funds will assist the aviation engine maker to increase its safety, quality and delivery across 16 states.*

The investments are part of GE Aerospace's lean operating strategy, which the defense contractor launched in February 2024. The strategy enables the company to strengthen its components, assembly and safety management system as well as cut costs.

"Investing in manufacturing and innovation is more critical than ever for the future of our industry and the communities where we operate," Chairman and CEO Larry Culp said in a statement. "We are committed to helping our customers modernize and expand their fleets while scaling technologies that will truly define the future of flight."

The Boeing engine supplier's latest investment nearly doubles the \$550 million it spent on its U.S. manufacturing and supply chain last year on facility upgrades and suppliers.

The new jobs created by this week's investment build on the 1,900 engineer and manufacturing employees the company hired last year, according to the release. Last year, the company also established the GE Foundation, its nonprofit that focuses on workforce development, disaster relief and its global college and career readiness Next Engineers program.

Other investments made last year under the company's lean strategy include more than \$1 billion over five years on global maintenance, repair and overhaul facilities.

The company is using the strategy to tackle supply chain hiccups, Culp said in a January earnings call. Material inputs increased 26% across the manufacturer's priority supplier sites in the first half of 2024, according to a fourth-quarter earnings report.

*Read full article on our website.*



## ABG Commercial Realty Announces Completion of a 4,200 Sq. Ft. Lease at 364 Littleton Road, Westford, MA

WESTFORD, MA. - ABG Commercial Realty is pleased to announce the successful completion of a 4,200 sq. ft. office and manufacturing lease at 364 Littleton Road, a prominent commercial property in Westford, MA. ImPress Technology LLC, a digital printing manufacturer, will occupy the standalone building to expand its production and office operations.

The ABG Commercial Realty team, led by Bernard Gibbons, Senior Vice President, spearheaded the leasing efforts for the property and represented the landlord, 364 Littleton Road LLC, in securing this strategic tenancy.

364 Littleton Road offers ImPress Technology LLC a prime location within Westford's business district, providing excellent accessibility, visibility, and proximity to key commercial and industrial hubs. The property is well-equipped to support ImPress Technology's digital printing manufacturing operations under the town's zoning designation for light manufacturing.

ImPress Systems designs, assembles, and deliver custom-made digital foil printers for clients worldwide. Their innovative technology replaces traditional hot stamping, screen printing, and pad printing processes, eliminating costly setup time, as well as the need for dies, screens, inks, clichés, and solvents. Safe, efficient, and cost-effective for both short and long production runs, ImPress Systems' printers apply computer-generated text and graphics instantly onto a variety of materials, including leather, plastics, coated surfaces, and more.

364 Littleton Road is a key commercial asset in Westford, offering modern infrastructure and convenient access to major highways, including Route 495 and Route 3. The property is surrounded by a mix of retail, office, and industrial businesses, making it an ideal setting for growth-oriented companies.

*Read full article on our website.*



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– Roberta Flack*

**GE Aerospace plans to spend \$16 million at Hooksett plant this year**

*The company plans to invest nearly \$1 billion in its U.S. factories and supply chain*

GE Aerospace says it plans to invest \$16 million this year at its jet engine factory in Hooksett, where it employs 800 workers.

The announcement comes as part of the company’s plan to invest nearly \$1 billion in its U.S. factories and supply chain, GE Aerospace announced last week.

“Hooksett plays a big role in producing some of the most important parts that require high quality and precision in our narrow body CFM LEAP engine,” said Matthew Lehner, a GE spokesman. “We anticipate that deliveries of this engine will increase 15-20 percent this year. The site also manufactures components that go into fighter jet engines and military helicopter engines.

The \$16 million the company plans to spend on Hooksett will go support those programs.

*Read full article on our website.*



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*“Coincidence is God’s way of remaining anonymous.”  
– Albert Einstein*



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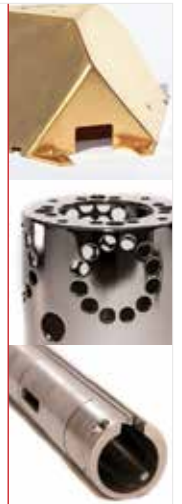
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