

NEW Manufacturing Alliance
INDUSTRY 4.0 TASK FORCE – WEBEX MEETING MINUTES
Thursday, July 29, 2021 – 1:30 to 3:00 PM

ATTENDEES: Adonica Randall-Abaxent, Ann Franz-NEWMA, Barb LaMue-New North, Brain Schauf-Schreiber Foods, Craig Dickman-TTT, Dan Fuhrmann-MTU, Dan Heiser-SNC, Debbie Thompson-NWTC, Eric DeKorne-Greater Green Bay Chamber, Jill Enos-TTT, John Katers-UWGB, Matt Adamczyk-Microsoft, Matt Wolak-GSC, Ryan Cloutier-SecurityStudio, Sabrina Robins-Abaxent, Tony Olson-Excelion Partners, Uli Unterriker-Optima Machinery Corp.

WELCOME & INTRODUCTIONS – BRIAN SCHAUF

DATA ANALYTICS COURSE – ANN FRANZ

Registration begins soon for the next Data Analytics course that starts in September. This training has been very popular with well over 150 Alliance members having completed the course. Brian Schauf shared he completed the course and found the information valuable.

TITLETOWNTech PRESENTATION

Jill Enos, Managing Director

TitletownTech (TTT) was formed by a partnership between the Green Bay Packers and Microsoft. The organization was founded with the mission to unlock regional strengths to create, build, and invest in new technology capabilities and to bring new ventures to market. Together, with their partner organizations and leaders, they form a powerful, collaborative network that bring TTT's vision to life.

Initiatives include investing in new ventures, engaging their partners, and serving as builders. They focus on technology solutions in 'Core Industry Verticals' that represent the strengths of our region and networks. They invest in early-stage startups in the US and Canada, with a preference for those that reside in or relocate to Wisconsin. Focus areas include:

- Sports, Media, & Entertainment
- Digital Health
- Supply Chain & Logistics
- Manufacturing & Construction Tech
- Agriculture, Water & Environment
- Cross-Industry Technologies

TTT's Venture Studio provides a network and advantage to startups by creating access to:

- Talent
- Experts
- Partners
- Customers
- Capital
- Office Space
- Other Founders
- Extended Networks

TTT's Innovation Lab offers a unique environment for advancing innovation and provides a place for companies and industry experts to explore, test, and create. Partners convene in their Lab to design and build prototypes, create new business models, and mobilize market feedback to address industry needs. New ventures and corporate spin-outs from the Innovation Lab have first opportunity for investment from their fund.

The following creation process phases are simplified to help visualize the steps.

- Start: Problem or Opportunity
- Phase 1 – First Principles
- Phase 2 – Create Improbable
- Phase 3 – Finding Convergence
- Phase 4 – Test Launch
- In-Market / Build

TitletownTech's team is looking for investment opportunities, no matter how big or small, to build in this region. They are looking to work with established companies or individual leaders to identify problems, work through ideas, and potentially create something new. They would like to connect regional companies to expertise and new technologies – especially through the Microsoft network. **Members are encouraged to visit their website to learn more and/or contact Jill Enos for more information.**

Ann shared that NEWMA's Board of Directors would like to collaborate with TTT regarding supply chain disruptions, as this has been a significant issue. There is interest in the issue of service technicians not being able to travel and needing a virtual way to do business.

CYBER SECURITY ENVIRONMENT ASSESSMENTS: WHERE DO YOU STAND IN TERMS OF EXPOSURE?

Adonica Randall, President & Chief Problem Solver, Abaxent, LLC, arandall@abaxent.com

Ryan Cloutier, President, SecurityStudio®, Twitter@CLOUTIERSEC

Abaxent, a technology solutions company, in conjunction with its strategic partner **SecurityStudio**, are interested in piloting a program to assess companies' current compliance levels and create a mitigation plan. This unique program includes training individuals in conducting their assessment.

A ransomware event can cause a significant delay in the supply chain. 60% of small businesses will go out of business within six months of a cyberattack. Consequences of not practicing cybersecurity include **loss of**; insurability, defensibility (negligence), business.

One must consider if their level of organizational risk is acceptable. How does my risk compare with other organizations? Using a credit score can help establish answers to these questions. 89% of data breaches are not the result of the company itself. Risk decisions directly affect the business. SecurityStudio offers a step-by-step process for prioritizing and mitigating risk posed to your organization. Their platform makes risk management simple, actionable, and contextual. It allows you to put context around security decisions. Risks are identified and managed for businesses, third-parties, and staff. Actionable information is provided.

- Robust reports for all levels
- Roadmap and action plans
- Realtime updates
- Looks at the whole picture of risk

To be successful, companies need someone to manage the process, in addition to collaborating with the head of technology. Access to key personnel is needed. SecurityStudio offers safety tools designed for people. **Members are encouraged to contact Ryan Cloutier if they have questions or would like more information.**

Steps to Better Security

- Encryption
- Limit access
- Track access
- Destruction of expired files
- Limit sharing

NEXT STEPS & MEETING

The next Industry 4.0 Task Force Webex meeting is on August 26, 2021, 1:30 p.m. Agenda:

- ✓ Welcome & Updates
- ✓ Connected Systems Institute at UW-Milwaukee
- ✓ AWS presentation
- ✓ SAFIO – demand planning & data analytics
- ✓ Next Meeting Date/Time/Agenda