

insight.tech  
SOCIAL MEDIA KIT

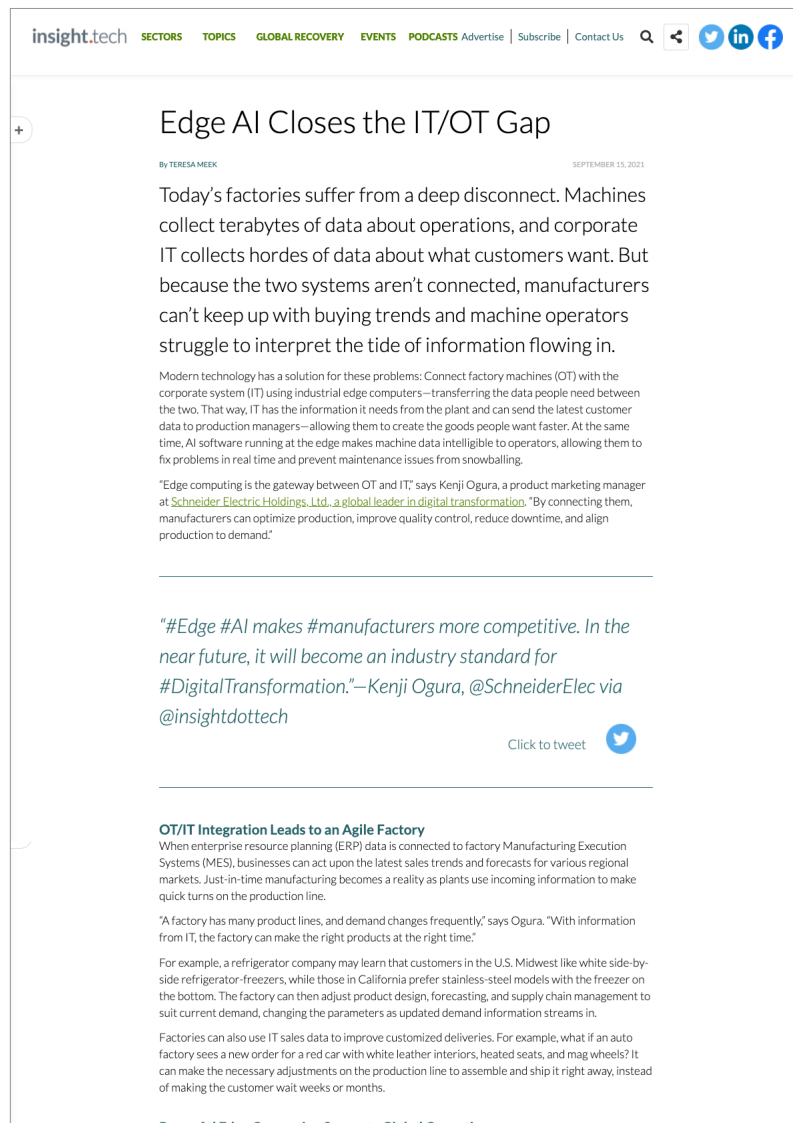
Schneider Electric Holdings, Ltd.

**Article Title:** Edge AI Closes the IT/OT Gap

**Publish Date:** September 16, 2021

This social media kit was curated specifically for Schneider to help amplify your solution on social media and help generate leads.

## Article on insight.tech



The screenshot shows the top of a web browser displaying the insight.tech website. The navigation bar includes 'insight.tech', 'SECTORS', 'TOPICS', 'GLOBAL RECOVERY', 'EVENTS', 'PODCASTS', 'Advertise', 'Subscribe', and 'Contact Us'. There are also search and social media icons for Twitter, LinkedIn, and Facebook. The main content area features the article title 'Edge AI Closes the IT/OT Gap' by Teresa Meek, dated September 15, 2021. The article text discusses the disconnect between IT and OT data in factories and how edge AI can bridge this gap. A quote from Kenji Ogura is included, along with a 'Click to tweet' button. Below the main text, there is a section titled 'OT/IT Integration Leads to an Agile Factory' with further details on how data integration improves manufacturing efficiency.

Congratulations on your recent publication on insight.tech!

The link to your live article is here:

<https://www.insight.tech/content/edge-ai-closes-the-it-ot-gap>

This kit was curated specifically for you and your team to help share your recently published article on social media and support lead generation.

How to use this guide:

1. "Copy & Paste" social post copy and URL on the following page into a social media post for the associated platform. Note: Please avoid altering the URL so that we can accurately capture traffic to your article.
2. LinkedIn and Facebook will not recognize copied-and-pasted company handles so you will need to manually add these. Type "@" and then the name (be sure to include spaces between the words). A list of persons/businesses will populate from your entry. Select the name of the person/business you want to mention from this populated list.
3. Imagery associated with each post will auto-populate when including the article link (no need to separately attach an image).

## Call-Outs and References

These are a few highlights from your article that we think are ideal to use on social media, through email, or any other digital communication platforms you enjoy.

### **Identify Problems in Real Time:**

AI software running at the edge makes machine data intelligible to operators, allowing them to fix problems in real time.

### **Edge Applications Close the Gap:**

“Edge computing is the gateway between OT and IT.” —Kenji Ogura, Product Marketing Manager, Schneider Electric Holdings, Ltd.

### **Unlocking Insights with Machine Learning:**

One of manufacturers’ most effective tactics is developing new AI algorithms for factory edge applications through machine learning.

### **Keep Factory Equipment Operating:**

To help factory-floor machine operators, edge applications parse machine sensor data and send real-time alerts.

## Social Media Content

We've prepared these custom posts to make it easy to share with your network on your social media channels.

Please avoid modifying the link so we can accurately capture traffic to your article.

### Posts for Member Twitter Account (@SchneiderElec):

- Discover how we're helping today's factories connect valuable data between IT and OT with the help of #Edge #AI. Learn more on @insightdottech: <https://bit.ly/3Ep5qwP>
- #Industry40 factories can catch machine problems before they happen and keep production running smoothly. Learn how our powerful #Edge #AI computers make it possible: via @insightdottech <https://bit.ly/3ChR5As>

### Posts for Member LinkedIn Account (@schneider-electric):

- By connecting OT and IT, #manufacturers can optimize production, improve QC, reduce downtime, and align production to demand. Learn how our powerful #ArtificialIntelligence-powered #Edge computers make it possible: via @insightdottech <https://bit.ly/3Ci4458>
- Bridging the gap between OT and IT streamlines the way #manufacturers build the goods customers want. Together with the help of #Edge #AI, these technologies can keep factory machines up and running: #PredictiveMaintenance via @insightdottech <https://bit.ly/3hwSuLJ>

### Posts for Member Facebook Account (@SchneiderElectricUS):

- With Edge AI, we're helping manufacturers tackle factory equipment problems in real time by making machine data intelligible to operators. Learn how it works in our recent feature on @insightdottech: <https://bit.ly/3lw6lmr>
- To become more competitive and prepare for Industry 4.0, manufacturers must adopt Edge AI. Explore the benefits it brings to today's factories: via @insightdottech <https://bit.ly/3Af3Jj3>