

# ICONICS extends Mitsubishi Electric's capabilities in Factory, Process and Building Automation

**Bridging the gap between IT and OT – Bringing SCADA to new levels**

SPS 2019, 26th – 28th November 2019, Nuremberg  
Hall 7, stand 391

In May of 2019, Mitsubishi Electric Corporation announced its 100% acquisition of ICONICS, Inc.. It is a US-headquartered global automation software provider of advanced web-enabled OPC UA and BACnet certified visualisation, analytics, mobile, and IoT software solutions for any energy, manufacturing, industrial or building automation applications. Mitsubishi Electric recognises ICONICS as an industry leader in automation software solutions and has positioned the company as its “Software Centre of Excellence”.

ICONICS' suite of software products are designed for the simplest to the most demanding factory automation (FA) and building automation (BA) applications. The company provides a variety of solutions throughout a considerable installed customer base. ICONICS' solutions help to provide advanced capabilities on top of traditional, classic SCADA applications, as well as bridge the gap between IT and OT, including advanced IoT technology that brings SCADA to a new level.

Today's Industry 4.0 applications increasingly require more IoT native solutions to help companies stay competitive. Additional ICONICS technology advantages that help reinforce Mitsubishi Electric's current automation software capabilities include:

- **Extended IoT Connectivity** – Using ICONICS IoTWorX™ and integrated MicroSCADA.
- **AnalytiX for Factory Automation** – Via Quality AnalytiX and New CFSWorX™ Connected Field Worker solution.
- **Big Data Collection** – Utilising ICONICS Hyper Historian™ and cloud connectivity, which provides a platform for advanced data analytics.

- **Advanced AnyGlass Visualization** – Including solutions for wearables, advanced AR capabilities, enhanced KPIWorX™, and integration with popular smart assistants.

- **Enhanced SCADA Factory and Building Automation** – Integrates the above new technologies and more within FA and BA applications.

“These capabilities enhance Mitsubishi Electric’s product offerings today to address new types of Industry 4.0 applications for factory automation,” said Satoshi Takeda, Senior Deputy General Manager of Nagoya Works, Mitsubishi Electric Corporation.

“We welcome ICONICS to the Mitsubishi Electric family. Its products will perfectly complement our [SCADA](#) solutions and our strategy for EMEA and Russia,” said Hartmut Pütz, President Factory Automation EMEA, Mitsubishi Electric Europe B.V.

“Mitsubishi Electric’s breadth of customers and products, combined with its extensive sales channels provide an exciting opportunity for ICONICS to increase its market share for factory and building automation systems worldwide,” said Russ Agrusa, CEO of ICONICS.



**Image Caption:** ICONICS' suite of software products will complement Mitsubishi Electric's SCADA solutions in Factory, Process and Building Automation. [Source: Mitsubishi Electric Europe B.V.]

The image(s) distributed with this press release are for editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted

## **About ICONICS**

[ICONICS](https://iconics.com) is headquartered in Foxborough, Massachusetts and is a global software developer of HMI/SCADA, IoT, mobile, analytics, and cloud software solutions for the manufacturing, industrial, and building automation markets. With over 350,000 installations in over 100 countries worldwide and running in over 70 percent of Global 500 companies, ICONICS software is recommended for automating, monitoring and optimising a customer's most critical assets. ICONICS was recently named the 2018 Microsoft Manufacturing Partner of the Year and is a six-time winner of the Microsoft Partner of the Year award.

<https://iconics.com>

## **ICONICS Background Information**

ICONICS, a longtime Microsoft Gold Partner and six-time Microsoft Partner of the Year award winner, including the Manufacturing, Application Development, and CityNext Partner of the Year, provides solutions to improve productivity, reduce integration time and operating costs, and optimise asset utilization with visualization and automation software. Founded in 1986, ICONICS has 350,000 installations in over 100 countries worldwide. ICONICS meets the demanding application challenges of the automotive, building automation, food and beverage, government infrastructure, manufacturing, petrochemical, pharmaceutical, renewable energy, utilities and water/wastewater industries. As a managed Microsoft ISV Partner, ICONICS designs its solutions to leverage Microsoft technologies, including Windows 10, Windows Server, Microsoft .NET, Microsoft Azure, SQL Server and Microsoft SharePoint.

© 2019 ICONICS, Inc. All rights reserved. AnalytiX and its respective modules are registered trademarks of ICONICS, Inc. GENESIS64, GENESIS32, Hyper Historian, BizViz, PortalWorX, MobileHMI and their respective modules, OPC-To-The-Core, and Visualize Your Enterprise are trademarks of ICONICS, Inc. Other product and company names mentioned herein may be trademarks of their respective owners.

## **About Mitsubishi Electric**

With nearly 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, mobility and building technology, as well as heating, cooling and air-conditioning technology.

Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavours to be a global, leading green company, enriching society with technology.

With around 145,800 employees the company recorded consolidated group sales of 40.7 billion US Dollar\* in the fiscal year ended March 31, 2019.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

## **Factory Automation EMEA**

Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. that has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Factory Automation EMEA is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

*\* At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019*

**Further Information:**

[eu3a.mitsubishielectric.com/fa](http://eu3a.mitsubishielectric.com/fa)

**Follow us on:**



[youtube.com/user/MitsubishiFAEU](https://youtube.com/user/MitsubishiFAEU)



[twitter.com/MitsubishiFAEU](https://twitter.com/MitsubishiFAEU)



[www.linkedin.com/Mitsubishi Electric - Factory Automation EMEA.](https://www.linkedin.com/Mitsubishi Electric - Factory Automation EMEA)

**Press contact:**

**Mitsubishi Electric Europe B.V.**

Factory Automation EMEA

**Monika Torkel**

Media Relations

Mitsubishi-Electric-Platz 1

40882 Ratingen, Germany

Tel: +49 (0)2102 486-2150

Mob: +49 (0)172 261 4824

[Monika.Torkel@meg.mee.com](mailto:Monika.Torkel@meg.mee.com)

[de.linkedin.com/in/Monika-Torkel](https://de.linkedin.com/in/Monika-Torkel)

[www.xing.com/Monika\\_Torkel](https://www.xing.com/Monika_Torkel)

**PR agency:**

**DMA Europa Ltd.**

**Philip Howe**

Europa Building, Arthur Drive, Hoo Farm Industrial  
Estate, Kidderminster, Worcestershire, UK

Tel.: +44 (0)1562 751436

[philip@dmaeuropa.com](mailto:philip@dmaeuropa.com)

[www.dmaeuropa.com](http://www.dmaeuropa.com)